

## **TERMS OF REFERENCE**

### **Conference Sales Officer**

IWA's vision is a world in which water is wisely managed to satisfy the needs of human activities and ecosystems in an equitable and sustainable way. We inspire change by servicing IWA members, the community of water professionals and opinion leaders; and by being the global source of knowledge, experience and leadership for sustainable urban and basin-related water solutions.

IWA is a worldwide network for water professionals and companies, with a membership comprising leading companies in the fields of water services, infrastructure engineering and consulting as well as more than 10,000 individuals. The IWA network is structured to promote multi-level collaboration among its diverse membership groups, and to share the benefit of knowledge on water science, technology and management worldwide.

Each year IWA organises and sponsors over 40 specialised conferences and seminars on a wide variety of topics in water management in locations worldwide. IWA publishes 12 scientific journals and 40+ books per year on water management. IWA develops leading edge innovations and synthesises these through the work of the 49 IWA Specialist Groups and a set of global programmes focused on for example Cities of the Future, Water, Energy and Climate Change and Basins of the Future. IWA has a worldwide staff of approximately 80, with headquarters in London and offices in The Hague (Netherlands), Bangkok, Beijing and Nairobi.

Under the general supervision of the Learning and Innovation Director, the Conference Sales Officer has the responsibility for selling delegate places to senior directors and scientists and selling sponsorship opportunities to solution/service providers in the water and related industry. You will work with the events team to understand the conference and target market, and build the value proposition to successfully drive paid sales. Relationship building and strong communication skills are critical for this position, as well as proven sales experience and the delivery of targets. The tasks are:

#### **PRIMARY ROLE:**

##### **1. Conference Delegate Sales**

- Proactively sell event registrations to individual delegates and institutions (universities, companies, research centres, governments);
- Maximize registrations in close cooperation with the event content team and exhibition manager;
- Support online delegate sales strategy and implementation;
- To develop the value proposition and sales pitch for each event;
- Communicate with other teams to ensure client feedback can facilitate the development and improvement of products

##### **2. Conference Sponsorship Sales**

- Proactively sell event sponsorship opportunities to water sector institutions within and without the IWA network;
- Develop sponsorship packages to optimize event sponsorship opportunities;
- Manage the relations between IWA and key event sponsors;

- Grow revenue across the base of existing clients but also have the ability to source new business
- To work with the Learning and Innovation Director in putting together an appropriate sales proposition and presenting this accurately to decision makers

The above contains the main duties and responsibilities for this position. However, in a small organisation such as IWA, staff members are expected to show flexibility in their approach to work and be willing to undertake other tasks and missions that are reasonably allocated to them but which are not part of their regular job description. Where any task becomes a regular part of an employee's responsibilities, the job description will be changed in consultation with the employee, the Innovation and Learning Director and HR.

### KEY SELECTION CRITERIA / SKILLS & EXPERIENCE

- A minimum of 2 years' experience in conference and sponsorship sales and client relations management in an event organisation context;
- Experience of working in a fast-paced sales environment with a proven track record to consistently achieve target
- Excellent communication and negotiation skills – you must be able to contact potential delegates via phone, handle objections and close sales successfully.
- Ability to communicate and write effectively in English. Additional languages are a plus.
- Ambition and drive, with the ability to work under pressure and towards targets/deadlines.
- Enthusiasm and positivity in approach to the role with a desire to progress in the company.
- Organisational and administrative competence – essential when maintaining and updating your client database and sales pipelines.
- A responsible and consistent approach to work, with the ability to work well as a part of a team and also autonomously to individual targets.

**Work percentage:** 100% (40 hours a week)

**Expected start date:** 1<sup>st</sup> April 2017

**Duration:** Initially 12 months

**Duty station:** The Hague, Netherlands

**Reporting to:** Innovation and Learning Director

#### How to apply:

Applicants are asked to submit their CV along with a supporting letter of motivation **in English** by e-mail before **1<sup>st</sup> March 2017** to Mrs. Thais Gonçalves, Human Resources Officer: [recruitment@iwahq.org](mailto:recruitment@iwahq.org).

**ONLY SHORTLISTED CANDIDATES WILL BE CONTACTED**