



Job Description

Sales Manager

Role:	Sales Manager
Contract:	Permanent
Reports to:	Marketing and Communications Lead
Hours:	35 hours per week, hybrid working
Salary:	Dependent Upon Experience
Holidays:	23 days per annum (commencing)

Job Summary

Grow FISITA's commercial presence and sales performance in alignment with the new-era phase of FISITA's post-covid development plans.

Create, develop and deliver significant progress in commercial activity with an initial focus on building the commercial opportunity of FISITA's highly regarded international events and technology focussed sessions, exploiting new sales channels and opportunities as the team continues to move forward in this new era.

Manage and coordinate customer relation activities from initial opportunity outreach, sales negotiation and closure, event delivery and wrap-up, to post event customer evaluation. Be the main point of contact for all customer liaison and engagement throughout the relevant sales opportunity period of each relevant activity.

Provide operational and administrative continuity for this area of the business, establish and sustain clear and process driven plans which deliver against objective based targets while maintaining consistent records through which appropriate reports can be generated for management reporting purposes.

Develop innovative and progressive plans to maximise commercial opportunities and the delivery of value-add benefit to potential partners, while sensitively growing the long-term, sustainable financial return to FISITA in-line with business plans.

To engage with FISITA members and relevant external stakeholders in order to develop relationships and establish an expectation and aspiration for commercial partnering with FISITA.

To work independently in developing vision and operational plans, to self-regulate performance and continuous improvement, while contributing as an integral part of the FISITA head office staff team and the international FISITA community.

Key Responsibilities

Deliver the following against all FISITA Conferences, Events and Associated Activities

Create, develop and manage delivery of commercial activities associated with each FISITA conference, event or activity through objective based plans and deliverables aligned with the FISITA business plan

Deliver point of contact continuity to existing sponsor, exhibitor and advertising customers for each conference, event or activity throughout the event delivery process and during time between events

Establish and maintain relevant target lists and central database of customers and potential customers

Review and develop appropriate plans to sustain and develop engagement with existing and potential new customers including target technical areas for new member recruitment

Promote sales of FISITA Digital Library content including liaison with publication partners to facilitate sales across other international platforms

Collaborate with relevant colleagues in strategic development of FISITA membership recruitment and retention activity

Co-creation within Marketing and Communications team of promotional materials such as social media assets, flyers, brochures, videos

Ensure business administration is kept up to date through collaboration and communication with Finance, Communications and Membership areas of the business

Personal Specification

Essential

- At least two years experience in a relatable position with demonstrable, successful track record of high performance in sales development and delivery
- Knowledge of commercial and sales environment within conferencing and membership organisations
- Motivated by individual sales targets as well as strong desire to achieve team KPIs
- Excellent interpersonal and influencing skills including experience in providing direct support to senior management.
- Positive and flexible attitude to work, particularly new initiatives
- Exceptional organisational skills, accuracy and attention to detail
- Experience and working knowledge of membership organisations
- The ability to represent FISITA effectively and professionally.

Desirable

- Experience of working in a technical environment or membership organisation
- Experience of working in an international organisation
- Willingness to travel internationally
- Second language
- Knowledge of automotive technology and the global automotive industry



FISITA

Promoting excellence in mobility engineering

- Experience of working in a membership organisation role, or similar, with excellent interpersonal and influencing skills
- Multilingual

To apply for this position please send a covering letter, explaining why you consider yourself a suitable candidate, your current salary and your CV to FISITA CEO Chris Mason, via email to c.mason@fisita.com