

**REF: WindEurope/2017/09**  
**Business Development Manager [TBC]**  
Start: as soon as possible

WindEurope (formerly EWEA, the European Wind Energy Association) is the voice of the wind industry - actively promoting wind power on behalf of member organizations in Europe and worldwide. Our resources are focused on policy activities, lobbying and supporting our members.

WindEurope is seeking a *Business Development Manager* to be primarily responsible for leading and managing exhibition and sponsorship sales for WindEurope events products including the administration and financial reporting.

**Main Responsibilities:**

**Sales & Customer Service**

- Achieve growth and hit sales targets
- Monitor the achievement of sales objectives
- Respond to sales enquiries and proactively identify sales leads
- Build and promote strong, long-lasting customer relationships by partnering with them and understanding their needs
- Monitor the sales inbox
- Collaborate with external partners and agents, driving the process and monitoring their sales evolution versus the targets
- Contribute to the pricing model of future events exhibition and sponsorship opportunities
- Negotiate sales contracts integrating contract requirements with business operations
- Manage key accounts to ensure the quality of the service provided meets their requirements and expectations
- Identify new business opportunities by analysing the market and competition
- Collaborate with the Events team to develop customized sponsorship package, side events proposals and monitor the financial impact
- Develop standard sponsorship packages and collaborate with the Head of Events and the Events Assistant in the development of customized sponsorship packages according to client's requirements

**Marketing**

- Work closely with the Marketing team to ensure consistent lead generation
- Make recommendations to Marketing for key milestones, the positioning and branding of WindEurope product portfolio and monitor the impact

**Operations & Logistics**

- Work closely with operations team e.g., the Exhibition Manager on the exhibition floorplan development and updates. This might include some coordination with the online sales floorplan supplier (back up of Exhibition Manager)
- Be familiar with the online exhibition sales tool (Coconex)

### **Finance and Administration**

Send regular reports to the Head of Events and COO on the evolution of sales for the major events and monitor those figures against the targets fixed by management

- Ensure the CRM data entry and invoicing concerning WindEurope Events is completed in collaboration with the Sales & Reception Assistant and Finance
- Collaborate with the Finance team in the credit control for WindEurope Events
- Monitor the sales financials (breakdown per revenue stream - budget, actuals and forecast) and ensure a sanity check is done with the Accounting department

### **External Industry Events**

Represent WindEurope at external industry events to promote and sell the event products

### **Required Qualifications:**

Experience: Between 3 to 5 years of relevant sales experience (knowledge of wind sector and exhibition/sponsorship sales is a plus)

Education: Bachelor/master degree in business or marketing

### **Key qualifications:**

- Excellent communication and negotiation skills (English)
- Well-structured and organised
- Strong team and interdepartmental spirit
- Resilient to stress
- Customer driven
- Good analytical skills
- Taste for multicultural environment
- Open to travel (10-20%)
- Computer literacy: MS Office, CRM systems (preferably Microsoft dynamics)

To apply, please send your CV and a cover letter by **16<sup>th</sup> June 2017** to [jobs@windeurope.org](mailto:jobs@windeurope.org) with reference code: **WindEurope/2017/09**

**Note: only short-listed candidates will be contacted after the deadline.**