



UITP (International Association of Public Transport) is a passionate champion of sustainable urban mobility and is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes. We have more than 1,700 member companies coming from 100 countries. Our members are public transport authorities and operators, policy decision-makers, research institutes and the public transport supply and service industry.

We are currently looking for a:

Head of Membership

The Head of Membership, reporting to Membership and Marketing Senior Director, is in charge of developing, implementing and monitoring the global membership strategy.

The person also leads implementation of actions included in membership retention and development plan of UITP, proposes any changes in the plan, monitors all actions related to the plan globally.

Being a membership association, the position is at the heart of the organisation's *raison d'être*. Not just managing the status quo, the position offers an exciting challenge to steer the association towards its full potential, and to make a real impact in the life and growth of the association.

You will show leadership and initiative in ensuring the coherence of UITP experience for all communication target groups, including staff, UITP members, and the broader transport community.

TASKS

You will be responsible for:

I. Defining and coordinating the global Membership Development strategy, this implies:

1. Analyse the market structure, main actors, evolution
2. Work in close relationship with the Knowledge and Innovation department & the Global Growth offices in order to get all the necessary knowledge, understand the market and follow members activity
3. Implement membership retention and develop plans of the association, monitors actions, make suggestions on new actions and revisions if necessary
4. Balance of efforts done on one side to recruit new members & on the other side to optimise current members' loyalty
5. Elaboration of the Membership Development action plan in regard to the association Membership Development targets
6. Putting new processes in place

7. Monitor the Membership Development results and put corrective actions in place
Take a role in the optimisation of the Database (Efficacy) structure and management in order to closely monitor members activity and needs
8. Coordinate regional membership development strategy and supporting actions (identification of market and priorities in relationship with work programme) elaborated by regional offices.
9. Organize Personalized coaching of regional teams on membership development practices, supported by occasional office visits
10. Support and supervise Key Account Management process coordinated by Business Development Manager
11. Support and supervise membership invoicing and fee collecting process managed by Membership Manager
12. Supports the coordination of regional membership development and retention activities:
 - Establishment and coordination of regular reporting of regional membership development and retention activities in collaboration with regional managers (as tool for management of Global Growth department and membership development).
 - Establishment and coordination of regular reporting on revenues per region, per type of member, distinguishing membership and other revenues (as tool for management of Global Growth department and membership development).

II. Implement the Member Recruitment plan, this implies:

13. Implementation of the members recruitment plan and management of it
14. Active contact with potential members highlighted in the action plan, management of that contact recruitment in close collaboration with the responsible Managers, transformation of those contacts into new members
15. Ensure the member management processes are followed by all concerned people (Membership Manager, Business Development Manager, Knowledge Managers, Global Growth Managers...)
16. Motivate the whole association on the importance of such membership development plan. Make the right people act, mainly the experts (Knowledge and Innovation and Global Growth offices)
17. Monitor and circulate progress reports on activity against targets such as growth projections, campaign effectiveness, possibly response timescales for inquiries about membership...
18. Create and keep up good relationships with strategic members and act as one of the main contact points for all UITP Members (split of responsibilities between Key account managers)
19. Active presence in fairs and events

III. Management

20. Develop and Implement clear, efficient and inclusive processes which focuses on strengths, potentials and cultivates openness and the acceptance of constructive criticism;
21. Create the conditions for fulfilment at work by promoting autonomy, engagement cooperation, belonging and creativity in a sustainable way. Identifies and promotes professional growth opportunities for staff.

22. Sets departmental and individual employee goals by recognising talents and putting them at the service of the department or the organisation and provides routine evaluations of progress toward these goals.
23. Is responsible for the budget of the unit. She/he manages it carefully and according to UITP Board's recommendations and guidelines.

PROFILE REQUIREMENTS

- At least 10 years sales experience in B to B (membership sales experience is a plus) having demonstrated strong sales capacities
- Good understanding of sales & marketing tools, context
- Huge motivation to understand the complexity of sustainable mobility/PT environment and to make things happen
- Good negotiation skills
- Strong strategic analysis capacities
- Strong autonomy but able to work as a real team player in a small team
- Commercial spirit, ability to deal with various partners
- International Business: Capable to interact in a multi-cultural environment with a strong cultural sensitivity
- Excellent interpersonal and presentation skills
- Computer literate
- Excellent English, French and other languages are an asset

UITP offers a real opportunity to work in a multi-cultural environment with challenging activities and to contribute to the service and business excellence of an International organisation such as UITP.

Deadline for application: 15/9/2020

Starting date: ASAP

Info : www.uitp.org