

TERMS OF REFERENCE

Corporate and Governing Members Engagement Officer

IWA's vision is a world in which water is wisely and sustainably managed. IWA's Mission is Promoting knowledge and providing leadership for the global water community by:

- being a catalyst for innovation, knowledge and best practice to the sector, external organisations and opinion leaders;
- providing experience and leadership in transitioning to sustainable water solutions that are robust and flexible in the face of global change pressures;
- being an international reference and source of knowledge for sustainable water solutions that are robust and flexible in the face of global change pressures;
- supporting the global community to pursue their ambitions in relation to water related SDGs.

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 around 8,000 individuals.

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 50 IWA Specialist Groups and a set of global programmes. IWA has a worldwide staff of approximately 50, with headquarters in London and offices in The Hague (Netherlands) and Beijing.

This position serves as a key component of the organisation's Membership team and is central to the execution of the IWA strategic plan. This is a highly visible position within our organisation, responsible for 1/ servicing leaders from our corporate and governing membership and support them understanding and navigating the IWA network, and 2/ reaching out to non-members engaged in IWA events and thought leadership activities to inspire them to become members.

This position is based in London, working under the general supervision of the Corporate and Governing Members Engagement Manager. **The key responsibility is to maximize the services to the IWA corporate members and governing members and enhance their engagement.**

Detailed responsibilities:

- Be the dedicated account manager responsible for IWA's portfolio of 500+ corporate members and 50+ Governing Members;
- Identify the needs from corporate members and governing members and co-create with other IWA staff opportunities and solutions to better meet the members' needs;
- Coordinate the development and maintenance of a network of contacts and partnership relations with Corporate and Governing Members
- Support the design and implementation of the Corporate Growth, Retention and Engagement Strategy. The strategy development is led by the Engagement Manager, in consultation and collaboration with the Executive Director, Regional offices, and the headquarter team including Events, Marketing and Communications, Membership Fulfilment and Members Engagement.
- Support the design and implementation of a strategy to enhance Governing Members engagement in IWA activities. The strategy development is led by the Engagement Manager, in consultation and collaboration with the Executive Director, Regional offices, and the headquarter team including Events, Marketing and Communications, Membership Fulfilment and Members Engagement.

Activities of this position include, but are not limited to:

- Work with Excel reports of membership contacts and status to systematically reach out to members.
- Input to the development of a new CRM system to facilitate engagement and tracking of existing corporate and governing members, as well as effective tracking of potential corporate engagement leads;

- Communicate with soon-to-lapse members to prompt their membership renewal, on a weekly schedule; research topics of interest in advance to ensure a more effective communication;
- Perform the renewals and new membership of corporate members on a weekly schedule.
- Coordinate with IWA-Publishing to ensure the benefits of Corporate members are delivered.
- Coordinate with the membership fulfilment team to obtain appropriate reports to support partnerships with Corporates and engagement of Governing Members.
- Attendance at events / conferences to promote membership and strengthen the relationship to existing members, consistent with the Engagement Strategy developed
- Be the focal point within the IWA secretariat to assist sponsors with the implementation of their benefits, and ensure all benefits are being fulfilled.
- Manage the communication to governing members for milestone events throughout the year, such as voting for strategic IWA positions, submitting their Committee contact list to IWA, or annual invoicing;
- Support the organisation of the annual Governing Assembly to ensure a successful meeting.
- Carry out administrative duties required to function within the IWA;
- Support the IWA Management in establishing a well-functioning and thriving organisation;
- Contribute to the team spirit and excellent ambiance in the IWA Office and in working with members, partners, and other stakeholders.

The above job description contains the main duties and responsibilities for this position. However, in an organisation such as IWA, staff members are expected to show flexibility in their approach to work and be willing to undertake other tasks that can be reasonably expected of 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 line manager and/or the Operations Director.

REQUIRED SKILLS & EXPERIENCE

- Degree-level education in marketing, business administration or relevant field;
- Adept at MS Office, particularly Excel, Word and other reporting softwares;
- Good understanding of market research techniques;
- Well-developed marketing skills, including demonstrated ability to communicate effectively verbally and in writing;
- Experience in working across various digital and communications platforms;
- Knowledge and understanding of the concept of “membership” and experience working with such networks;
- Ability to work to deadlines and cope with pressure; demonstrate flexibility;
- Ability to write concise and accurate reports and emails;
- Self-starter, action-oriented and results driven; positive and excited attitude;
- Creative and collaborative;
- Strategic and analytical thinking;
- Excellent organizational, interpersonal and multi-tasking skills;
- Engaging personality and the ability to think laterally in order to strengthen relationships;
- Flexible team player, with awareness of and sensitivity to the multi-cultural environment in which the IWA operates;
- Fluent/Native level of English, a second language is a plus (French, Spanish or Portuguese)

Work percentage: 100% (40 hours a week)
Duration: 12 months with possible extension
Duty station: London (with regular travel to The Hague, NL)
Reporting to: Corporate and Governing Members Engagement Manager

How to apply:

Applicants are asked to submit their CV **in English** along with a supporting letter of motivation. Applications should be submitted by e-mail **before the 5th June 2019**, to: IWA Human Resources Management - Mrs. Thais Gonçalves: recruitment@iwahq.org.

ONLY SHORTLISTED CANDIDATES WILL BE CONTACTED