

TERMS OF REFERENCE

Membership Marketing Support Officer

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 experts within the water sector. 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 organizes and sponsors over 40 specialized 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 synthesizes these through the work of the 49 IWA Specialist Groups, 4 Clusters and a set of global programs focused on for example Cities of the Future and Basins of the Future. IWA has a worldwide staff of approximately 70, with headquarters in London and offices in The Hague (Netherlands), Bangkok, Beijing and Nairobi.

Working within Global Operations and under the general supervision of the Global Operations Director, the Information Systems Manager would lead the development and management of the organizations Information Systems.

MEMBERSHIP MARKETING

Contribute to IWA membership growth through implementation of membership marketing initiatives (65%)

- Working closely with the Network Engagement Manager and the Network Marketing Officer, co-create and implement individual and corporate membership acquisition and growth initiatives using the full range of platforms and channels available
- Design and delivery of compelling email and digital marketing campaigns to build awareness and interest, leading directly to enquiries, membership conversion and sales
- Work with colleagues and stakeholders from across the organisation to identify and drive opportunities for membership conversion of Young Water Professionals, Event Attendees, Webinars, Courses, Book Buyers, The Source magazine subscribers and IWA Exhibitors.
- Support the Network Engagement Manager, Regional Directors and IWA Governing Members (national associations and local chapters) in the implementation of individual and corporate national membership growth and retention strategies

- Maintain and develop our Joint Membership & Marketing Agreements with national associations and take lead on rolling out across all regions
- Working with colleagues to market new digital products e.g. webinars to help drive engagement, uptake and membership conversion
- Support profiling of IWA's different programmes and tools, including IWA Awards, IWA Learn, The Source magazine, Events & Exhibition Programme. Contribute to implementing strategic marketing communications for all of these offerings.
- Coordination with other IWA Departments to ensure marketing needs are aligned with overall organisational approach
- Use analytics to report and react on network/member conversion and engagement initiatives
- Undertake and report back on Customer Research and Analysis to help guide and inform marketing and communications strategy
- Support the development and implementation of IWA exhibition stands
- Support organizational wide efforts to develop a CRM to deliver increased optimisation and conversion of marketing leads.

NETWORK SERVICES SUPPORT (25%)

- Joint responsibility with other team members as community managers for IWAs online community
- Support network engagement by handling incoming phone calls, emails, instant messaging for incoming queries with the goal of ensuring all queries are responded to within 24 hrs
- Work together with the Membership Services staff to ensure follow up support for recruitment and retention activities/campaigns
- Support marketing communication activities for the membership renewal cycle

ADMINISTRATION (10%)

- Carry out administrative duties required to function within the IWA
- Develop and use annual and quarterly work plans to guide work and deliver results;
- Support the IWA Management in establishing a well functioning organisation
- Contribute to the team spirit and excellent ambience in the IWA HQ 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 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 Line manager and/or the Director Communications and Engagement.

Experience Required

- Between 2-3 years' experience in marketing, communications and client- relationship management
- Customer-service experience with the drive to ensure an optimal experience is received
- Self-starter, action-oriented and results driven;
- Initiative to assume responsibility for tasks and projects, and the ability to work to tight deadlines and under pressure;
- Articulate and fluent written and verbal communication skills in English, additional languages are a benefit;
- Excellent interpersonal skills – articulate, diplomatic and culturally sensitive.
- Ability to interact with internal and external stakeholders, negotiating and influencing
- Qualification in marketing, communications or a related subject highly desirable
- Experience in working across various digital and communications platforms
- Appetite for and experience in CRM
- Strong project management, time management and organisational skills
- Flexible team player, with awareness of and sensitivity to the multi-cultural environment in which the IWA operates
- Personal values are aligned with IWAs vision and mission
- Understanding of database concepts
- Understanding of web services
- Expert knowledge of managing and supporting a custom membership and CRM system
- Data protection and security

Work percentage: 100% (40 hours)

Duty station: The Hague, Netherlands

Reporting to: Network 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 **6th June 2017** to: IWA Human Resources - Mrs. Thais Gonçaves: recruitment@iwahq.org.

IWA is an equal opportunity employer.

ONLY SHORTLISTED CANDIDATES WILL BE CONTACTED