Position Information

<table>
<thead>
<tr>
<th>Post Title:</th>
<th>Consultant Sales Associate (Two posts) extension</th>
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</thead>
<tbody>
<tr>
<td>IC Vacancy Notice:</td>
<td>2020/01/IC</td>
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<tr>
<td>Level:</td>
<td>Band B</td>
</tr>
<tr>
<td>Posting Period:</td>
<td>08 April 2020 – 07 May 2020</td>
</tr>
<tr>
<td>Duty Station:</td>
<td>Montreal</td>
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<tr>
<td>Date for entry on duty:</td>
<td>As soon as possible</td>
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</tbody>
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The Organizational Setting

The International Civil Aviation Organization (ICAO) sets international Standards and Recommended Practices (SARPs) for aviation safety, air navigation, security and environmental protection. To that effect, ICAO is a knowledge-based organization engaged in the development of intellectual property. The Revenue and Product Management (RPM) Section is part of the Bureau of Administration and Services (ADB) and is focused on revenue-generating activities of the Organization. The portfolio of revenue-generating activities includes publications, periodicals, databases, websites, training, printing and events. The revenues generated by these activities are required to promote the implementation of ICAO’s Strategic Objectives and to carry out related Programme Support. The Section is responsible for the overall strategic planning, stakeholders’ collaboration, coordination, promotion, and distribution of these sellable products in close coordination with the other Bureaux/Offices of the Organization.

The Market and Customer Relations (MCR) Unit within RPM is a driver for revenue generation for ICAO. The business development and sales of products and services that generate revenue for ICAO are the most important aspects of this position. These products and services and related activities within the Unit consist of, but are not limited to: events, partnerships and licensing of ICAO Intellectual Properties (IP); advertising sales digital and print; training activities; and databases and statistical products.

Under the guidance of the Head of MCR, the Sales Associate will work with the rest of the MCR team as well as ICAO stakeholders to network and perform business development with clients based around the world. S/he must possess strong Business-to-Business skills coupled with International business development experience.

Major Duties and Responsibilities

Function 1 (incl. Expected results)

Generate New Sales opportunities on a continuous basis via business development and networking:

- Develop and foster a pipeline of sales leads that are managed on an on-going basis.
- Seek out new potential customers via web searches, LinkedIn, and networking at functions.
- Communicate with customers on the phone and email for solicitation purposes.
- Exhibit at industry trade shows with a view of generating new contacts for future sales approaches.
- Track customers and report results using electronic tools such as CRM.

Function 2 (incl. Expected results)

Solicit new opportunities for new and existing clients with a view to:

- Generating revenues for Events with defined targets and objectives.
- Closing sales of Sponsorships, Exhibition space, attendee passes and associated revenues.
- Developing advertising sales in both print and digital.
- Fostering a rapport with customers for long term business and multiple projects.
- Working in conjunction with the team on a sales strategy for various projects, sharing best sales practices within the ICAO context.

Function 3 (incl. Expected results)

Upsell and maximize customer exposure, achieving results such as:
● Working with ICAO Regional Offices to develop sales on specific projects.
● Establish pricing quotations and negotiate upselling opportunities.
● Upselling and cross selling of various ICAO products, with a view of creating a dialogue for products such as:
  ◦ Training and Workshops
  ◦ UnitingAviation.com
  ◦ ICAO Publications and Specialty Publications
  ◦ Data Products

**Function 4 (incl. Expected results)**

**Share Sales Information within CRM and Electronic Data Tools/usage:**

● Utilization of CRM tools such as Microsoft Dynamics to capture customer information.
● Collaboration with the entire sales and marketing teams.
● Capturing all sales and mission reports and client data, on a shared network drive.
● Sharing of real-time information via an electronic task management tool such as ASANA.
● Email marketing campaigns directly using CRM to assist in developing new sales opportunities.

**Function 5 (incl. Expected results)**

Performs other sales and marketing related duties and projects as assigned.

**Educational background**

**Essential:**

● A First Level University Degree in Business or equivalent OR completed courses in Business with commensurate experience in sales (an additional 5 years of experience to requirement specified below in lieu of degree).

**Professional experience and knowledge**

**Essential**

● At least five (5) years of experience in a direct sales function with defined sales targets in an International setting.
● Experience in dealing with the pressure of attaining sales targets.
● International sales experience in a trade show environment with a goal of generating opportunities.
● Excellent writing skills, with proper email, telephone, and social media etiquette.
● Strong presentation and communication skills.
● Ability to work as a team player in a cross-functional management structure.
● Entrepreneurial spirit allowing the consultant to work independently and be cost effective.
● A self-starter, with the ability to meet and exceed targets.
● Ability to manage multiple tasks and deadlines.

**Desirable**

● Multiple language skills.
● Background in aviation sales.
● Experience in training, workshop, and related sales.
● Has undergone sales and/or presentation skill coaching.

**Language Skills**

**Essential**

Fluent reading, writing and speaking abilities in English.

**Desirable**

A working knowledge of additional languages to assist in the development of International sales.

**CONDITIONS OF EMPLOYMENT**

It should be noted that this consultancy is to be filled for an initial period of six (6) months with a possibility of an extension. This is a full time position.
Please note that the monthly rate for Band B varies from CA$5,630 to CA$7,365 per month.

**HOW TO APPLY**

Interested candidates must complete an on-line application form. To apply, please visit ICAO’s e-Recruitment website at: [https://careers-new.icao.int](https://careers-new.icao.int).

**NOTICE TO CANDIDATES**

ICAO does NOT charge any fees or request money from candidates at any stage of the selection process, nor does it concern itself with bank account details of applicants. Requests of this nature allegedly made on behalf of ICAO are fraudulent and should be disregarded.