

## Delegate Sales and Marketing Co-ordinator

### Overview of The Union:

The International Union Against Tuberculosis and Lung Disease (The Union) was founded in 1920 and is the world's first global health organisation. We are a global leader in ending tuberculosis (TB), we fight the tobacco industry, and we solve key problems in treating major diseases. We use science to design the best treatments and policies for the most pressing public health challenges affecting people living in poverty around the world. The Unions members, staff and consultants operate in more than 150 countries and embody our core values of accountability, independence, quality and solidarity. For more information about The Union visit <https://theunion.org>

### Vacancy:

Fully engaged delegates stay around longer and, ultimately, turn into advocates for your brand – if you treat them right.

The focus is to turn away from short-lived marketing campaigns toward building ongoing relationships with delegates to boost interaction, create meaningful experiences and (as a result) drive revenue.

In order to create a remarkable delegate experience and reach the business goals of the 2021 Union World Conference on Lung Health, a role has been identified for a Delegate Sales and Marketing Co-ordinator.

### Main Responsibilities:

- Create, plan and, implement database marketing and sales campaigns.
- Monitor, manage, and maintain data quality within the marketing database.
- Analyse marketing and sales data to develop insights and make recommendations for improvement.
- Evaluate new technologies to improve and optimize marketing and sales performance.
- Commission, brief and oversee the design and production of a wide range of digital assets, both organic and paid, to use across the marketing and sales campaigns.
- Work in close co-operation with all elements in the conferences and events structure, external partners and suppliers and other departments of The Union.
- Undertake any other relevant duties, when required.

**Qualifications:**

- Degree or equivalent working experience with emphasis on communications, marketing, and business.
- Over 5 years of experience in a digital sales and marketing role.
- Experience with reporting and data analysis.
- Technical knowledge of the latest digital marketing tools and channels, including Customer Relationship Management platforms and marketing automation platforms.
- Experience creating and executing sales and marketing campaigns that drive revenue growth.
- Strong analytical skills (including mastery of Microsoft Excel).
- Ability to write effective copy is a necessity.
- Ability to manage multiple work streams.
- Sense of ownership and pride in your performance and its impact on the company's success.
- Critical thinking and problem-solving skills.
- Strong team player with both internal and external partners.
- Good time-management skills.
- Great interpersonal and communication skills.
- Fluent in spoken and written English.

**Additional Information:**

- The position is offered on the basis of a self-employed consultant.
- Initial 10-month contract.
- Approximately 24 -32 hours per week, which will vary due to the demands of the event.
- Remuneration negotiable.
- The position is home based, working with an international dispersed team of colleagues.
- The role reports to the Director of Conferences and Events.

**How to Apply:**

Interested and qualified candidates should send their CV, a cover letter and salary expectations, in English and by email only, to [hr@theunion.org](mailto:hr@theunion.org) with Delegate Communications and Engagement Co-ordinator in the subject line of your email, before 22 March 2021.

This position will be open until a candidate has been selected for the post. Only shortlisted candidates will be contacted. Please note that interviews will take place in English.