

## Position Description - IFLA Corporate Membership and Sponsorship Manager

### 1. JOB TITLE

IFLA Corporate Membership and Sponsorship Manager.

### 2. LOCATION

The workplace location will be remote, on a 'working from home' office arrangement.

### 3. COMMENCEMENT DATE

The commencement date of this 50% Full-time Equivalent (FTE) position will be as soon as possible.

Depending on performance, there is potential to review to a higher FTE after 12 months of employment.

### 4. JOB DESCRIPTION

The International Federation of Landscape Architects (IFLA) Corporate Membership and Sponsorship Manager oversees the effective management of the organisation's corporate membership and sponsorship portfolio, ensuring value delivery for both IFLA, sponsors and key partners. The primary duties include but are not limited to identifying, soliciting, securing and maintaining relationships with current and future corporate members as well as sponsors, partners and donors. In addition, the Corporate Membership and Sponsorship Manager is responsible for delivering a member-focused service, striving to enhance our members' experience and interaction with IFLA.

## Description of Duties

- Serves as a member of the IFLA Secretariat and reports to the IFLA Executive Committee (IFLA ExCo), particularly to the IFLA President and IFLA Treasurer, on matters related to corporate membership, sponsorship and promotion of IFLA services and activities to the broader membership.
- Establishes an effective corporate membership and sponsorship strategy to optimise the performance of collaborations, ensuring the interests of both parties and enhancing IFLA's brand and visibility.
- Manages the portfolio of current corporate memberships, sponsorships and partnerships, driving value for IFLA and ensuring stakeholders receive appropriate levels of servicing and value.
- Develops a suite of prospecting and stewardship annual activities to acquire and retain corporate members and sponsors.
- Services corporate members' and sponsors' agreements and ensures deliverables are met within set timeframes.
- Searches to identify and secure new corporate members and sponsors.
- Identifies the strengths of sponsors and aligns their philanthropic mandate with IFLA's existing programmes, working groups and committees.

- Develops sponsorship proposals, updates final reports and other marketing collateral deliverables.
- Manages pre-meeting activities, including pitches, presentations and proposals.
- Negotiates contracts beneficial to IFLA and in line with the priorities set by the IFLA Executive Committee.
- Collaborate with internal and external stakeholders for events, marketing, publications, legal, finance, designers, service providers and suppliers.
- Analyses strategy performance and provides regular reports to the IFLA Executive Committee that track financial and non-financial performance against targets.
- Undertakes special projects occasionally, as agreed with the IFLA Executive Committee.
- Develops an understanding of short- and long-term organisational goals and planned activities.
- Stays informed of industry marketing and communications developments to foster ideas and innovation.
- Perform other duties as assigned by supervisors.

### **Skills and Experience**

The appointee will have the following skills and experience:

- Three to five years' experience in business management, sponsorship and/or corporate management roles
- Excellent organisational and communication skills
- Excellent design eye and attention to detail
- Ability to multi-task and programme work schedule to meet strict deadlines
- Ability to garner an excellent understanding of the needs and wants of the current and future corporate membership and sponsors
- Ability to build strong rapport with members, sponsors and stakeholders.
- Computer literacy with appropriate software packages (e.g. Microsoft 365, Adobe Creative Suite, Donor Management, etc.)
- Understand administrative procedures, contractual arrangements and best practices well.

### **Personal Attributes**

The appointee will be a collaborative team player who has:

- A reliable, dependable, honest and inclusive approach
- A positive attitude and personality with an ability to work well with others
- A high level of initiative and robust risk management awareness
- A high level of literacy, numeracy and creativity
- A high level of self-motivation and drive
- A rigorous approach and attention to detail
- Flexibility and adaptability in method and approach
- An ability to problem solve and think on your feet
- Ability to travel to assist with IFLA events if required

### Required Qualifications

Bachelor's degree or higher qualification in Business Administration, Business Management, Marketing, Public Relations or Communications is preferred but not required.

### Employment arrangements

Start date: as soon as possible.

Salary: EUR 30,000 -35,000 p.a. (pro rata), depending on experience. Bonus packages will be available depending on the income raised annually.

Remote working: candidates should be aware of the international nature of the position, indicating a potential need for flexibility in working hours, including the possibility of unsocial hours. Adapting to different time zones and working collaboratively with teams across various regions is essential for success in this role.

Probation period: the selected candidate will undergo a probationary period of 6 months, during which their performance, conduct, and suitability for the role will be assessed. This period allows the employee and the organisation to evaluate the fit between the role and the individual. Regular performance reviews will be conducted during the probationary period.

### Application

Please submit your application through the following weblink:

[https://vuw.qualtrics.com/jfe/form/SV\\_byppLP6b3JLtYVO](https://vuw.qualtrics.com/jfe/form/SV_byppLP6b3JLtYVO)

You'll be asked to submit the following:

- Your CV
- A cover letter addressing the following:
  - Your motivation for applying to IFLA
  - Three reference letters
  - Your fit, regarding the requirements shown above
  - How will you manage this role working remotely

Contact Ms Robertshaw (IFLA Executive Secretary, [admin@iflaworld.org](mailto:admin@iflaworld.org)) in advance if you would like further information before applying.

Applications will be accepted until 26 April 2024.

The first round of interviews will occur in the week commencing 06 May 2024.

### About IFLA

The International Federation of Landscape Architects (IFLA) is the only international non-governmental organisation dedicated to promoting the profession of landscape architecture and advancing the quality and sustainability of built and natural environments worldwide. IFLA is the body that represents 80 member associations across five regions (IFLA Africa, IFLA Americas, IFLA Asia-Pacific, IFLA Europe and IFLA Middle East) and more than 70,000



landscape architects worldwide. Our mission is to promote the landscape architecture profession within a collaborative partnership of the allied built-environment professions, demanding the highest standards of education, training, research and professional practice and providing leadership and stewardship in all matters. Our strategic aim is to provide excellent services to our members and the extended family of landscape architects worldwide. As a global federation, our allies are international bodies like the United Nations, UN-Habitat, UNESCO, ICOMOS, FAO, IUCN, and WHO, as well as allied built environment bodies like UIA, ISOCARP, IFHP, ISUH, and WFEO, among many others, where our expertise is required.

**INTERNATIONAL FEDERATION OF LANDSCAPE ARCHITECTS (IFLA)**

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