



**Job Title:** Commercial Operations Director  
**Reports to:** Group Chief Executive Officer  
**Grade:** 2  
**Salary:** Competitive remuneration package plus benefits and up to 10% bonus  
**Location:** Europe with international travel requirements.

## 1.0 Background

FIDIC is the umbrella body representing the business interests of the global consulting engineering industry. Its membership consists of over 100 member association (MAs) countries with membership, representing over 1.1 million professionally qualified engineering and consultancy professionals.

FIDIC was formed in 1913 and is governed by an elected board of directors, operationally led by a focused team based at HQ Office, World Trade Centre (WTC 2) Geneva 1215, Switzerland under the leadership of a newly appointed chief executive officer and operational executive team.

The current annual business turnover is in excess of CHF5,000,000, generated from membership subscription income of 20%, and commercial operations (publications 34%; events & conferences 17%; education, training and advisory services 29%) generating 80% of the overall revenue.

FIDIC operates through five geographical regions namely; Europe (EFCA), Africa (GAMA), Australasia (ASPAC), Latin America (FEPAC) and North America (USA and Canada) groups. Full details of the FIDIC governance structure and activities are available on the FIDIC website at [www.fidic.org](http://www.fidic.org).

With the growing demands for expansion of its business through its federation and commercial activities globally, FIDIC wishes to strengthen its corporate and operational capabilities by forming a core and effective **FIDIC Enterprise Limited (FEL), initially operating as an operating division of FIDIC HQ in Geneva, and subsequently to be relocated to another country** in Europe, under the leadership of a newly created Commercial Operations Director (COD).

## 2.0 Core Activities

2.1 The appointed Commercial Operations Director will initially work with the CEO in Geneva and be collectively responsible for identification of the best location for the commercial operations in the most cost-effective country within shortlisted countries.

The new Commercial Operations Director will be a full-time and permanent position, report to the chief executive and will oversee the following five core activities:

2.1.1 **Leadership and Corporate Governance** – all corporate and commercial governance related activities in terms of board meetings, annual audit and compliance management, financial and human resources management, affiliates and strategic



partners' acquisition and retention strategy. The Commercial Operations Director will be expected to deliver a successful financial performance operation with expected annual growth of not less than 20%.

2.1.2 **Publications and Licensing** – all planning, programme, editorial control, publishing and marketing of FIDIC Rainbow Suite Contracts, and best business practice publication product line generated through federation standing committees in terms of Business Practices, Membership, Risk and Quality, Sustainable Development, Capacity Building, Contracts, Integrity Management, Directors and Secretaries Advisory Council, and Young Professional Forum related activities,

2.1.3 **Education and Training** – review existing programme, develop new strategy and deliver a coordinated and cost effective education and training programme to benefit FIDIC stakeholders and member associations. This will entail establishing an accreditation process for FIDIC trainers, expanding the training capacity across the FIDIC regions, complete and roll out the FIDIC Certified Consulting Engineers (FCCE) programme through a combination of in-class and on-line platform to achieve maximum outcome for across FIDIC operating countries. The Commercial Operations Director will also be expected to work closely with the FIDIC board and CEO to develop bespoke and financially successful training and capacity building services to serve the needs and aspiration of government and multilateral funding agencies (MDBs), and other relevant stakeholders.

2.1.4 **Conference and Events Management** – Overall responsibilities for developing, planning, resourcing and delivery of successful FIDIC events at global, regional, national conferences and events programme, across all FIDIC global activities. This will also include provision of strategic advice to FIDIC regional groups in terms of ASPAC, EFCA, GAMA, and FEPAC' conference, general assemblies, committees, related service activities etc.

2.1.5 **Advisory Services** – Expansion of current advisory consultancy services to government, developers, investors, multilateral funding agencies, international organisations such as United Nations, WHO, clients and other stakeholders that require the needs for FIDIC body of knowledge services across the operating countries.

2.2 This is a newly created operational group and planned to be located outside Geneva, preferably in the most cost-effective city in Europe. The appointed candidate will report to the group chief executive (CEO) and will be given the opportunity to work closely with the CEO and other executive management team to shape the future FIDIC's commercial development strategy.

2.3 The successful candidate will also work closely with the Executive Management Team (EMT) during the transition stage and ultimately in developing and execution of other commercial business opportunities within the global infrastructure sector.



### **3.0 Summary of role (with expected % of time allocated)**

- To work with the FIDIC board and CEO in delivery of commercial governance and membership business-related activities (15%).
- To deputise for the chief executive on all FIDIC commercial-related matters (15%).
- To plan, manage and implement FIDIC's commercial growth strategy through acquisition of new affiliates including maximising business development initiatives (15%).
- To plan, manage and provide overall leadership support for the new FIDIC commercial-related initiative's services (e.g. accreditation process, training and education programme, awards, etc) for FIDIC and work with the federation team to deliver value-added services to FIDIC member associations and generate high-quality new publications for FIDIC release (20%).
- To identify, develop and cultivate links and relationships with all stakeholders of FIDIC, and to assist in the acquisition and retention of FIDIC's non-member associations clients (15%).
- To act as an ambassador by representing FIDIC and its members at events and functions (10%).
- To work with FIDIC's board and executive management team to deliver the FIDIC strategic corporate plan (10%).

### **4.0 Responsibilities**

#### **4.1 Business Development:**

- Responsible for planning, development and winning business for FIDIC.
- Work with the executive team to leverage on member / stakeholder contacts and secure cross selling of services across the FIDIC group.
- Represent FIDIC at industry events to build relationships with existing / potential strategic partners, clients and stakeholders.
- Responsible for planning, execution and closing new financially viable business deals for FIDIC.
- Work with the group CEO / executive team to develop and execute a new business growth strategy for FIDIC.

#### **4.2 Thought leadership:**

- Formulate and develop innovative ideas for new commercial and sponsorship work streams and implement delivery through organising industry roundtables, launch events and associated activities.
- Work with the executive team to develop, plan and execute major commercial assignment projects for group member clients and wider infrastructure stakeholders.
- Contribute regular thought leadership article on key topics in both weekly digital and hard copy magazine.
- Chair FIDIC roundtables, conferences, panel sessions and other events.



#### 4.3 **Project Management:**

- Manage overall projects such as Annual Global Infrastructure conferences, Contract User's Conference, Regional Infrastructure Conference, business days, executive roundtables and awards including cost, performance and budgetary control, quality, deadlines, presentations and other deliverables interfacing with FIDIC CRM system.
- Strategic responsibility for implementing quality management, or internally acceptable operational processes and systems in alignment with FIDIC group.
- Responsible for delivery of services level agreements (SLAs) between FIDIC's other operating entities and other clients.

#### 4.4 **Sponsorship:**

- Responsibility for generating sponsorship and delivery of agreed targets with clients and stakeholders.
- Foster closer business relationships with FIDIC members to secure cross-selling opportunities across the range of services offered by FIDIC.
- Work with the executive team to maximise sponsorship income and provide regular updates on progress.

#### 4.5 **Develop Client and Stakeholder Relationships:**

- Regularly liaise with stakeholders at all levels including industry CEOs, public and private sectors to promote FIDIC's work.
- Manage input from clients and utilise individuals, in an appropriate way to represent and deliver FIDIC activities.
- Responsible for planning and delivery of group affiliates' commitments and relationship management with key contacts and clients.
- Develop and execute engagement campaign to increase all FIDIC digital magazines (e.g. FIDIC Contracts Users Newsletters, *Infrastructure Intelligence International* etc) readership to wider target global and national clients and stakeholders.

#### 4.6 **Resources (People and Finance) Management:**

- To manage and develop a small team and resolve day-to-day people management situations.
- Provide leadership and operational guidance to both publishing and conference event teams in delivery of services to both internal and external clients.
- Responsible for building good working relationships with clients and infrastructure stakeholders.
- Responsible for the financial performance (profit and loss) of the FIDIC commercial business and delivery of the approved business plan and key performance indicators.
- Work with FIDIC's Financial Controller to deliver the expected financial performance and management.

#### 4.7 **Governance and Compliance:**

- Work with the executive team to deliver all FIDIC board and magazine editorial boards, when required.



- Work with the FIDIC Legal and Compliance Director and Financial Controller or Head of Financial and HR Director to deliver audit and compliance-related activities.

## **5.0 Person specification**

- A commercially savvy individual with a bachelor's degree and MBA/MSc in management level or equivalent with an understanding of conference management, publishing, education and training in the international engineering and construction industry.
- Must have extensive experience in operational management, communication and business development in a client service-orientated or membership organisation.
- Track record of success at a senior level in a publishing, business development and management role preferably in an event, media or communications-based organisation.
- Excellent communicator with excellent interpersonal skills and an outgoing personality.
- Commercial operational service bias and a flair for sales and marketing with experience of developing corporate partnerships and new service offerings.
- Excellent IT skills including strong database capabilities, MS office packages and CRM system.
- Adaptable and flexible with a willingness to travel and work irregular hours when required.

## **6.0 How to Apply**

- This role offers a great opportunity for a very dynamic, commercial and operations experienced individual with expertise in growing business through development of new market, strategic partnership and joint venture to join the team of a highly respected not for profit membership association-based global federation.
- If you have experiences in conference and event management, international contract standard and guidance notes, publication, education and training learning and development, and accreditation process gained from private sector or a trade association, academic institution, professional body, chartered institute, international membership body, not for profit, royal society, awarding body or similar type of organisation, we would love to hear from you.
- Interested candidates should apply to the FIDIC chief executive with a two-page covering letter and CV, setting out how their capabilities matches the five core activities set out in section 2.1.1 to 2.1.5 above.
- All applications must be addressed to the FIDIC CEO and mailed to the FIDIC Office Administrator Ulrike Schiefer at [uschiefer@fidic.org](mailto:uschiefer@fidic.org) by the closing date of Thursday 28 February 2019.