

<b>JOB TITLE:</b>	REGIONAL MANAGER - AMERICAS
<b>JOB HOLDER:</b>	VACANT
<b>DATE UPDATED:</b>	SEPTEMBER 2021
<b>REVISION (HR Office Use):</b>	VERSION 1

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## 1 MAIN PURPOSE OF THE JOB

The Regional Manager - Americas is responsible for executing the Americas Regional Strategy, particularly in the area of developing key stakeholder relationships – senior government, universities, industry bodies and local employers. Key objectives are to raise the profile and growth of the CIOB in the Greater Toronto Area and more widely in the Americas, in order to retain current members and achieve growth through new member acquisition.

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## 2 POSITION IN ORGANISATION

- Reports to the Associate Director of International Market Development, based in Hong Kong
- Key member of the International team, within the Membership Directorate
- Collaborates with colleagues within the team, with the Acquisition and Retention teams in the UK, and across departments such as Education, Marketing and Policy.

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## 3 DIMENSION & LIMITS OF AUTHORITY

- Monitoring and reporting against local annual Business Plan and Budgets for Toronto, New York and Caribbean hubs, and acts within budgets approved by Finance
- Manages a company credit card (pending CIOB legal status in Canada)
- Negotiates with service providers to ensure that quality of services are maintained and are within budget

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## 4 SKILLS & EXPERIENCE

- Demonstrable senior administrative and business development experience
  - Proven track record of and driven by meeting targets and business development
  - Excellent customer service, organisational, multitasking and administrative skills
  - Effective decision-making skills
  - Proven track record in strategic thinking, with the ability to identify areas for development and implementation to achieve targets/KPIs
  - Strong IT skills: proficient user of Microsoft Office software, internal systems and social media
  - Team player
  - Excellent presentation skills with the ability to present to audiences at all levels within government, academia and industry
  - Ability to communicate/influence effectively and confidently at different levels with a passion for networking, and building and maintaining relationships
  - Excellent financial management skills: business planning, budgets, reforecasting
  - Willingness to undertake local travel and work flexible hours to meet the organisation's needs
  - Knowledge of the construction industry is highly desirable, but not essential.
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## 5 DUTIES & KEY RESPONSIBILITIES

### Business Development & Marketing (70%)

- Proactively build and manage relationships with Universities, industry bodies, employers, and government organisations in order to achieve increased recognition and exposure of the CIOB
- Establish and manage strategic partnership agreements, ensuring that the objectives within the agreements are being met through a detailed action plan, and these agreements are reviewed and updated regularly
- Represent the CIOB in key events such as networking, conferences, exhibitions.
- Contribute to the development of a market positioning strategy with value proposition for the Americas and promote the concept of chartership.
- Generate leads from local activities and events to contribute to membership and local income revenue
- Work collaboratively with the Policy team to understand initiatives and gain/increase recognition locally
- Understand and regularly provide feedback from the local marketplace on industry, economy, competition, opportunities and challenges
- Executive membership campaigns, including but limited to annual membership renewals, regular introduction to CIOB workshops, and activities/promotions to encourage members to upgrade.

### Other Responsibilities (30%)

- Managing financial procedures and ensuring all deadlines are met including delivery of regular financial reporting, reforecasting
- Assist the Director Finance and/or Director Governance with any financial or legal reporting relating to CIOB's entity in Canada
- Actively encourage members to become involved in the CIOB activities, obtain feedback from members on developing new services
- Support member working groups on the management of events and campaigns, such as sourcing speakers
- Any other ad-hoc projects that may be required which may result in the increase of CIOB profile or membership in the Americas.

This is not an exhaustive list of responsibilities involved in the role and the CIOB reserves the right to change the scope of job in line with the operational requirements.

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**BOTH THE EMPLOYEE AND MANAGER WILL ELECTRONICALLY SIGN ON PEOPLE HR.**