

RECRUITMENT NOTICE

Date: 07/03/2025



BUSINESS DEVELOPMENT AND MARKETING MANAGER

Location: Home-based, preferably in EU or UK

Job Type: Full-time employment (UK) or contract (outside UK)

Salary/Compensation: Competitive depending on experience

Reports to: Managing Director

Closing date for vacancy: 13/04/2025

About WSAS

Water Stewardship Assurance Services (WSAS) is the mission-driven assurance provider for the Alliance for Water Stewardship (AWS) System. WSAS is a wholly owned subsidiary of AWS.

We provide audit and certification services worldwide in pursuit of the AWS Mission “to ignite and nurture global and local leadership in credible water stewardship that recognizes and secures the social, cultural, environmental and economic value of freshwater”. We contribute to this mission by providing robust assurance against the AWS International Water Stewardship Standard (AWS Standard).

Our highly motivated team is dispersed across several countries. We are now seeking a Business Development and Marketing Manager to join our team and play an instrumental role in the future growth and impact of the AWS System.

About AWS

AWS is a global membership-based collaboration that connects organisations dedicated to promoting responsible use of freshwater. AWS’s members include businesses, NGOs and public sector organisations. Members contribute to the sustainability of local water-resources through adoption and promotion of the AWS Standard, which drives, recognises and rewards good water stewardship.

About the Role

The Business Development and Marketing Manager will be responsible for generating new business opportunities for WSAS, nurturing relationships with existing clients, and expanding the WSAS’s market presence. This role involves strategic planning, relationship management, market research, and sales efforts to increase the company’s revenue and profitability.

Key Responsibilities

Identify Business Opportunities

- Conduct market research to identify main target markets and potential business opportunities for AWS Certification.

- Develop and implement strategies to increase the demand for AWS certification and expand the client base.
- Stay updated on market and political trends, competitors, and emerging opportunities.

Develop and Maintain Client Relationships

- Build and maintain strong, long-lasting relationships with WSAS's key clients.
- Manage key accounts in close collaboration with the Operations Team.
- Understand client needs and help tailor solutions that align with WSAS's goals and mission.
- Work closely with the Operations team to ensure successful delivery of solutions to clients.
- Share insights from clients and the market with the team to help improve offerings and service delivery.

Marketing and Communication

- Design a communication strategy and marketing campaigns to promote water stewardship efforts of clients, to convey strong messages around the value of AWS Certification, and to drive interest in the certification.
- Manage digital marketing efforts, including social media, website and email marketing.
- Oversee branding and external communication activities.

Lead Generation and Pipeline Management

- Generate leads through networking and attending events and conferences, in close collaboration with the AWS Outreach and Engagement team.
- Develop and maintain a healthy leads pipeline, track progress, and report on business development efforts.

Sales and Revenue Growth

- Drive sales efforts to achieve and exceed targets.
- Present and pitch WSAS's services to potential clients.
- Work closely with the Finance and Senior Management Team in contract negotiations, pricing and terms for new and existing clients.

Strategic Planning and Market Expansion

- Collaborate with the Management Team to define business goals and strategies for market expansion.
- Identify new channels and partnerships to drive growth.
- Develop and execute strategies to expand the WSAS's service offerings.

Reporting and Analysis

- Track the effectiveness of marketing campaigns, partnerships, and other initiatives.
- Track and analyse marketing performance metrics to optimize campaigns.
- Provide reports to management on business development activities.

Qualifications and Experience

- Bachelor's degree in Business, Marketing, Sales, or a related field.
- Proven experience in business development, sales, or a similar role.
- Proven experience in environmental sustainability, including knowledge of key environmental certifications, ideally working with a Certification Body or a Voluntary Scheme Owner.
- Knowledge of Environmental Standards and Certifications:

- Strong familiarity with voluntary certifications and sustainability standards.
- Understanding of local, national, and global environmental regulations and how they impact businesses, products, or services.
- Strong communication, negotiation, and presentation skills.
- Ability to communicate environmental benefits to potential clients and stakeholders.
- Ability to work independently and collaboratively within a team.
- Excellent problem-solving and analytical skills.
- A strong understanding of industry trends and competitive landscape.
- Excellent written and spoken English is required. Proficiency in additional languages will be considered an asset.

What you'll need to succeed

This position will suit someone who thrives in a fast-paced working environment, embraces flexibility and enjoys taking on new challenges as part of a team. You will:

- Be self-motivated and target-driven.
- Have strong interpersonal skills and the ability to build relationships.
- Have a strategic mindset.
- Have the ability to manage multiple tasks simultaneously.

How to apply

If you think you might be right for this job and this job might be right for you, please send an email marked "VACANCY: BD and Marketing Manager" to ashleigh@watersas.org. Your email should include the following attachments:

- A covering letter in English explaining why you are interested in the position and demonstrating how you meet the job description. Please also indicate your salary expectation for the job.
- Your current CV in English with email addresses and telephone numbers of two referees.
- An indication of when you would be available to take on the role, if selected.
- An indication of your salary expectation.

Closing date for applications is 13th April 2025. Only shortlisted candidates will be contacted. Unfortunately, we cannot provide feedback to unsuccessful candidates.

WSAS is an equal opportunities employer and do not discriminate on the grounds of gender, sexual orientation, marital or civil partner status, gender reassignment, race, colour, nationality, ethnic or national origin, religion or belief, disability or age.

WSAS will comply with all relevant Privacy and GDPR regulations regarding candidate data retention.