

Job description – MEF LATAM General Manager

MEF, the Mobile Ecosystem Forum - <http://www.mobileecosystemforum.com> - is a global trade body that acts as an impartial and authoritative champion for addressing issues affecting the broadening mobile ecosystem. We provide our members with a global and cross-sector platform for networking, collaboration and advancing industry solutions. The goal is to accelerate the growth of a sustainable mobile ecosystem that drives inclusion for all and delivers trusted services that enrich the lives of consumers worldwide. Established in 2000 and headquartered in the UK, MEF has Chapters across Africa, Asia, Europe, Middle East, Latin and North America.

Reporting to the organisation's Chief Operating Officer the position of MEF General Manager is accountable for MEF LATAM's annual budget, roadmap of activities as well as the Chapter's members

Key responsibilities

- Business development including recruitment of new members and sponsorship sales
- Strategic planning and implementation of MEF Latam's roadmap of events and initiatives
- Member engagement and retention
- Line management of MEF LATAM team, currently made of one Member & Marketing Manager
- Chapter financial reporting

Key Duties

- Create, maintain and convert the chapter's sales pipeline regarding new members and products (consumer surveys, strategical partnerships)
- Negotiate and close sponsorship agreements
- Develop the regional value proposition (deliverables, pricing, etc.) for regional products and services (eg, new initiatives, events, analytics, etc).
- Actively support MEF's Global roadmap of product and services (sales and member participation)
- Project management of all regional events and member initiatives
- Engage with members' strategies from a business perspective
- Facilitate member business introductions
- Officially represent the organisation at regional and global events, including delivering speeches and participating in discussion panels.
- Oversee monthly reporting of financial results which includes managing external accountancy and overseeing all member administration
- Regular reporting to HQ

Key skills:

- At least 7 years industry experience in mobile / value-added services markets, with strong focus in the Latin America markets.
- Sales experience with proven track record of delivering against budget
- Robust business and financial acumen e.g. PL responsibility, developing value proposition to meet current and new members requirements.
- Proven track record as a project manager
- Strong team player, driving the LATAM regional team and working alongside the global virtual team
- Educated to degree level (minimum)
- Portuguese and English fluency essential; Spanish proficiency also preferred