

JOB DESCRIPTION

Position title:	Senior Business Development Manager
Reports to:	Managing Director
Location:	Geneva office
FTE:	100 %
Start date:	As soon as possible

The Association:

The European Association for the Study of the Liver was established in 1966 by a founding group of 70 European hepatologists. It has since grown into a major European medical association with significant international representation and global influence. EASL's core mission is the promotion of research, education and policy concerning the liver and liver health. EASL currently has over 4,500 members from all continents, and the annual meeting is the major international scientific event on liver health with more than 10,000 participants, alongside this major event EASL runs a comprehensive portfolio of conferences, schools, and related educational meetings. More recently, EASL has also established a broad collection of online education and digital tools for the research, practice, and patient communities. Additionally, EASL acts as an advisor to European and national health authorities. All EASL activities and projects are coordinated and executed by the EASL office in Geneva. The office team covers a broad range of expertise from events management, education, publishing, business development, marketing, public health, advocacy, finance, administration, and public relations.

Position Summary:

Mission:

The mission of the future EASL Senior Business Development Manager is to maintain current business relationships and activities and to identify and secure growth opportunities, building upon event, educational and advocacy activities. The candidate will work with EASL leadership, EASL office management and external partners to consolidate and diversify EASL's products, services, and revenue streams.

Main functions:

- Sustainable partnership strategy
- Revenue generation
- Product development
- Account management
- Operational excellence
- Team, project & senior management

Key responsibilities include:

- Set, monitor, and maintain oversight of business development strategy, delivery, and growth
- Establish objectives, budgets, resource allocation and planning
- Deliver consistently on objectives
- Develop new products and services
- Develop new markets
- Establish and monitor quality standards

- Maintain compliance with appropriate regulations and guidelines
- Nurture inhouse skills and know-how

Project Management:

Develop and implement an overarching EASL business development strategy for events, education, policy and public health.

Develop specific strategy, budget and objectives for all EASL events – onsite, physical and hybrid.

Diversify revenue stream by engaging new industry sectors.

Diversify revenue streams by developing new products and service.

Monetise and develop sustainable business model, budget and objectives for EASL science & education.

Develop partnerships around EASL policy and public health initiatives.

Pursue partnerships with 3rd party suppliers, vendors.

Establish a high-level strategic roundtable for industry and EASL leadership.

Consistent reporting to MD, Management Team and Governance Bodies.

Key internal and external spokesperson and representative for industry matters.

Research markets to identify new business opportunities and emerging trends.

For each relevant business unit develop and monitor pricing strategy, ensure profitability & and project-specific ROI.

Line Management:

Team leader, responsible for the coordination of the business development team, at least two direct internal reports.

Indirect management of EASL teams working on events and other operations.

Resource allocation, direct and indirect project team management, production planning, integration with internal planning.

Responsibility for the recruitment, training, organisation and monitoring of direct report staff.

Implementation of formal sales process, account management and implementation of CRM.

Motivate and reward team performance.

Application of current legal and in-house HR procedures.

Support personal growth to enhance talent retention and the consistent provision of highest-quality services.

Lead by example in maintaining service levels and behavioural standards.

Management Group:

Collaborate with Managing Director and EASL Office Management on EASL business development strategy.

Integration of the strategy and contribution to overall EASL strategy and mission.

Contribute to sustainable business models across all EASL business units.

Contribute to a growth mindset, promote business development opportunities across all activities.

Contribute business intelligence from the healthcare sector (and beyond).



Represent EASL at industry and partner level.

Educate and update management team about compliance, market trends, fundraising.

Contribute to the collective operational efforts and integration of the EASL Office Management Team.

Contribute to the highest managerial standards, personal development strategy and workplace culture.

Contribute to Governing, Executive Boards, consult regularly with Science, Education and Policy & Public Health Committees.

Represent EASL and its management group externally, monitor and report on the external environment.

Qualifications and experience:

- A bachelor`s degree or equivalent.
- At least 7 years` experience in the healthcare, association, education, publishing, event or related industries.
- A proven track record in sales and business development.
- Experience in the association, NGO or related sectors is an advantage.
- Proficiency and awareness of current and emerging technologies in the field.
- Excellent communication skills in English other European languages an asset.
- A knowledge of healthcare industry compliance environment is an advantage.
- A marketing oriented, customer-centric business outlook – combining strategic thinking with hands-on skills.

Additional requirements:

- You have an entrepreneurial mind-set.
- You work independently, can multitask, and handle fluctuating deadlines.
- You are a supportive, inspiring, and tireless team-leader.
- You can identify, summarise, and clearly report on trends, concerns, and potential solutions.
- You are a team player and aim to be a key element in a small team actively contributing to EASL`s interests.
- Your own values fit with those of a not-for-profit organisation such as EASL.
- You have robust budget management and analytical skills.
- You can travel regularly.

Contact details:

Please send complete application (CV, motivation letter, Certificates and Diplomas) to recruitments@easloffice.eu

Only complete applications will be considered.

n.b.: Due to time constraints, we will only answer to the applicants that are selected for a first round of interview. Thank you for your understanding.

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