

International Business Development Manager

Sales with digital strengths

About Busworld International

Busworld International is a dynamic and innovative international company that organises B2B exhibitions for the bus & coach industry. At this moment, Busworld International is present in 5 foreign countries: Turkey, China, India, Russia and Colombia.

Busworld Europe (Kortrijk) has a history of more than 40 years. Since 2001, this exhibition was exported around the world, in collaboration with local partners.

Due to continuous expansion and a more digitalised approach of the market (smarketing), **Busworld International** is looking to recruit an **“International Business Development Manager with digital strengths”** to join the team in the head office in Belgium, Rumbeke to support the different exhibitions.

Job description

Your role will be to find potential new customers (exhibitors) and ultimately convert them into clients. For doing this you need to explore the current market conditions in the different regions where Busworld is present (today: Turkey, Russia, India and Latin America) and build your network there. To be able to do this, you will work very closely together with the Director Busworld Europe and the Marketing and Communication Manager.

You will:

- grow, maintain and leverage your network in the different regions, to identify new prospects and opportunities
- do research in the different regions to get a more in depth knowledge of the local/international markets
- work closely together with the different local partners in Turkey, India and Colombia.

Since today's sales processes have evolved to a combination of online and offline phases, you have excellent digital skills and will use the different digital channels to identify new prospects.

You will:

- use and update the sales lead system to identify and follow-up new prospects
- you will work on the ongoing online promotion of our customers

Profile

You hold a bachelor's degree, preferably in marketing, business management and/or languages. You are a networker with commercial skills and are willing to travel 30% of the time. You love sales. You have a hands on mentality and have great computer skills. You are convinced that sales and online marketing go hand in hand. Fluency in English is important. German, Spanish, French, Russian or Chinese are a plus. Experience in the automotive sector is welcome but not necessary.

Since Busworld is very proud of its special atmosphere within the team and during the exhibitions (mixing efficient business with pleasure), it is extremely important that you have the same 'Busworld spirit'. Busworld employees consider themselves bus people and not exhibition organisers. They are team players, open-minded, flexible, hands on and they combine professionalism with a good sense of humour. The Busworld spirit is the reason of Busworld's continuous success.

Offer

At Busworld International you will find an open and inspiring environment with plenty of opportunities for creativity and new ideas. Busworld wants to be a trendsetter, not a follower.

Based in Rumbeke, you will work in a small team with a flat structure.

You will be offered an attractive salary and benefits package and continuous personal development within a growing international organisation.

Contact:

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