

## London First Job Description

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**Title:** Business Development Executive

**Reporting to:** Executive Director - Commercial

**Working closely with:** Head of Business Development, Head of Marketing, Events Team, Policy Team and Corporate Affairs Team.

**Context:** London First is a business membership organisation, with the mission to make London the best place in the world for business. We are focused on keeping the capital working for the whole of the UK. We have galvanised the business community to bring pragmatic solutions to London's challenges over the years.

London First has established **Think London**, now part of London & Partners, to promote the capital worldwide and encourage foreign direct investment; been instrumental in creating the **Mayor of London**, pioneered **Teach First**, driven the campaign for Crossrail and, most recently, lobbied for government action on airport capacity, which has led to the government's decision to build a new Heathrow runway.

Now, we are working on solutions to what business leaders see as the top priorities for the capital: talent, housing and transport. We also scan the horizon, link with other cities, and support our members on the key issues that will keep the capital globally competitive.

**Scope:** to start as soon as possible. Temp to perm opportunity.

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### Role overview

Two new roles within the Business Development Team at London First that will support our commercial income and member recruitment goals. An ideal opportunity for a creative, intelligent and ambitious professional with 2-3 years experience who is keen to develop a career in sales and account management. Day-to-day responsibilities involve a combination of sales support, market analysis, lead development, administration and – eventually – direct sales.

Sales support will include helping to identify new leads from press, social media and other sources, calling prospect organisations to confirm contact details, drafting notes/emails for senior colleagues (including CEO, Chairman and Board Directors), following up to book appointments, drafting briefing documents, writing presentations and proposals, and other *ad hoc* tasks.

Market analysis involves maintaining a rigorous gap analysis of potential members, drafting target lists for sponsorship sales based on current activity, mapping key contacts to external stakeholder groups, identifying new connections with potential members and ensuring London First 'leaves no stone unturned' in its attempts to secure new income.

Lead developing involves managing the process of developing new leads through direct marketing (emails, tweets, snaps, etc.), ensuring regular contact with leads, failed pitches and recently resigned members and coordinating direct (and repeat) communications by CEO, policy team and other colleagues. The focus is on maintaining constant and impressive 1-2-1 contact with anyone who is either a potential member or event sponsor.

Administration involves updating CRM with current activities, taking meeting notes, circulating updates, producing pipeline reports and other tasks.

As you develop in the role, you will be given the opportunity to demonstrate your own direct sales abilities. This includes selling tickets to conferences and events, selling exhibitor stands, and – in time – closing new membership opportunities. While the ultimate responsibility for performance will remain with either the Head of Business Development or Executive Director - Commercial, as you consistently demonstrate your ability to secure new business, you will be encouraged to take on more day-to-day sales tasks.

## Key responsibilities

- Providing essential sales support to the Head of Business Development and Executive Director – Commercial including: identifying new leads in media and other channels, phoning and email prospect organisations to acquire contact details, writing notes and other communications for colleagues, drafting briefing documents, drafting presentations, drafting proposals and phoning/emailing to book appointments.
- Providing marketing analysis including: maintaining up-to-date gap analysis, maintaining current target lists with angles for new members/sponsors, mapping stakeholder connections and recording all relevant activity.
- Coordinating lead development including: sending emails to contacts, drafting emails for colleagues, maintaining an up-to-date database of sales leads and reporting on all activities with real-time analysis.
- Administering the team activities including updating CRM, scanning, recording and archiving key documents (such as joining forms, proposals, email agreements, etc), taking meeting notes, circulating meeting minutes and other *ad hoc* tasks as required.
- Direct sales beginning with the sales of tickets, tables and exhibitor stands.

## Competencies

- Enthusiasm for sales and customer service as demonstrated through recent professional experience in a front-of-house or direct sales role.
- Strong self-management abilities as demonstrated by handling potentially stressful situations successfully in a work context.
- Creative and adaptable as evidenced through recent academic, professional or personal projects
- Articulate with an ability to converse to current political and business trends
- Self-confident with an ability to handle unpredictable scenarios and challenges successfully
- Strong written skills
- Creative presentational skills such as debating experience, promotional presentations or equivalent
- Enthusiasm for technology and finding technology-based solutions to day-to-day tasks.

## Knowledge, skills and attributes

- Intelligent, articulate and resourceful
- Enthusiasm for dealing with people, undaunted by more senior figures or challenging tasks
- Strong organisational skills
- Self-awareness with an ability to learn from mistakes and address weaknesses.
- Honesty with the self-confidence to feedback clearly to colleagues.

*London First is an equal opportunity employer. Our values support our vision of a truly inclusive, culturally and socially cohesive capital. We are committed to achieving and maintaining a workforce which represents the population from which we derive our business, in terms of age, disability, ethnicity, gender, religion and sexual orientation. DRH 24.04.2019*