

London First Job Description

Title: Head of Business Development

Reporting to: Executive Director - Commercial

Working closely with: CEO, Director of Strategy and Policy, Corporate Affairs Director, Policy Director and Events 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.

Role overview

This is a new role within the Business Development Team at London First that aims to increase commercial income and member recruitment. This will involve leading pitches at CEO-level, supporting the Executive Director – Commercial in running all business development activities and working with a diverse range of peers across the organisation to win new business through selling new membership, upselling existing members to partner level and selling major event sponsorship deals.

In addition to running your own deals, you will help to direct various colleagues and other stakeholders (such as our Board Directors) to develop new leads and assist in pitch development. You will also be asked to step-up on behalf the Executive Director – Commercial in key internal and external meetings.

Creative, tenacious, adaptable and insightful, the successful candidate will have a minimum of 10 years professional experience and a proven track record of leading major business development activities. They will have a breadth of commercial experience that includes working in an agency, consultancy, membership organisation or equivalent background with a track-record of new client/member acquisition.

Essential criteria include consistent delivery of high value sponsorship sales and the equivalent of London First partner membership proposition in another role. Equally important is the ability to demonstrate that you can manage a complex, "agency-style" pitch process deploying senior stakeholders to achieve a successful outcome. Although, the exact financial dynamics of your case studies may vary, they should include multi-year deals with a minimum spend of £50K per annum and multiple headline sponsorship opportunities.

Key responsibilities

- Leading your own deals to deliver new partner members (£50K per annum), headline sponsorship (£75K) and other offers such as one-off hosting of events.
- Managing various internal and external stakeholders to develop new leads, close existing deals and nurture contacts over the long-term.
- Coordinating the 'Friends of London First' introducers group.
- Managing the sales pipeline for major commercial events such as Skills London and the "London Infrastructure Summit "

- Securing new partner-level members and corporate members (targets TBD)
- Develop and execute sector-by-sector new membership and partner membership sales plans with Policy Team and other stakeholders.
- Writing new proposals, presentations, case studies and other documentation in support of pitches.
- Representing London First at third party events and other activities to develop new business opportunities.
- Work closely with Policy Team and Events Team in developing new content programmes to increase London First's commercial potential.
- Supporting the Executive Director – Commercial in mentoring more junior staff and colleagues.
- Supporting the Executive Director – Commercial in developing a successful business development strategy leading to increase membership income and increase sponsorship income.
- Deputise for the Executive Director – Commercial as required.

Competencies

- Strong sales ability with adaptability to various scenarios and challenges
- Strong meeting management skills with a knack for understanding prospect motivation, underlying dynamics and other unspoken factors
- Impressive creative ability that helps develop new products, new proposal and propositions which match the needs of the customer
- Self-confidence in working with colleagues and challenging them to think differently
- Outstanding communication skills that engage audiences in new thought leadership, policy or strategy
- Analytical skills that help manage different sales tasks to right level of risk/reward and investment/reward

Knowledge, skills and attributes

- Experienced sales leader with an ability to take-on multiple challenges concurrently
- Experience of creating propositions and communicating them impressively across all formats – in-person presentations, written proposals and less formal emails.
- Consistent delivery of high-value sponsorship which includes a large element of intangible brand-value and name association vs specific deliverables
- Developing multi-year contracts or memberships which focus on shared values, intellectual property or other less tangible assets
- An ability to adapt pitches, work programmes and other dynamics so that you play to the individual strengths of your colleagues.
- You will have the personal stature, empathy and authority to converse with senior representatives of London First's members
- Motivational, inspirational and enthusiastic approach to sales which brings the best out of your peers and more senior 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 23.04.2019