

London First Job Description

Title: Membership & Sponsorship Sales Executive

Reporting to: Commercial Director

Team: Business Development

Working closely with: Commercial Development Manager, Corporate Affairs, Policy, Operations

Scope: Initial 6-month contract

Context:

London First is a business membership organisation, with the mission to make London the best place in the world to do 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 and are a leading voice on London's recovery from COVID-19.

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 airport expansion.

Now, we are working with business leaders on the top priorities for the capital in 4 key areas: people, place, connectivity, and competitiveness, and supporting our members on the issues that will keep the capital globally competitive and a great place to live, work, and play, such as sustainability, data and inclusion and diversity.

Role overview:

This new role within the Business Development team at London First will support our member recruitment and sponsorship income goals. An ideal opportunity for a creative and ambitious professional with experience in sales who is keen to further develop their career through selling to London's biggest companies.

We are a small BD team, firmly focused on delivering commercial income to support our mission. Despite a challenging year, we have maintained a good sales pipeline and had some notable successes. We are now keen to ramp up our activity as London starts to unlock and are looking for someone to join us who shares our passion for London, and our optimistic outlook.

Our successes come through our focused approach which sees us working collaboratively across the organisation to cover the ground in a targeted way – so being a well organised team player is key. Day-to-day responsibilities will include sales support for the wider BD team on membership recruitment, including research/market analysis, lead development, and providing support for campaigns of targeted outreach including sourcing contact details, writing sales copy, booking meetings, and drafting briefing notes and membership proposals.

We are often up-selling our existing members so approaches need to be considered and credible, and the individual needs to take a consultative approach to selling – making sure the products are a good fit and will deliver value, whilst ensuring we build long-term relationships and trust.

The ideal candidate will be able to jump in quickly and start selling existing sponsorship packages for up-coming events, drawing on our contact base and developing new leads through their own research. They will ideally have knowledge/experience of selling events sponsorship and an understanding of the marketing/brand benefits associated, and be able to articulate this, and will have worked closely with events and marketing teams previously to support account management and delivery of value once the deals have been agreed.

As the individual builds their understanding of London First, they will take on more membership sales responsibilities, and input into shaping commercial sponsorship products, thinking on approaches and improved working practices and to participate in training.

Key deliverables:

- The dual focus of this role will require the individual to manage their time across the two priority areas, supporting membership sales and driving sponsorship sales, and so the individual must be able to manage their time and shift focus based on urgency and demand.
- Sales support for the wider BD team on recruitment and retention will entail identifying new leads, acquiring contact details, drafting various communications for colleagues to include emails, briefing documents, presentations, proposals, and booking appointments. We focus on well-constructed, targeted approaches rather than mass outreach, using hooks from our policy and campaigning work to drive interest and testing ideas – so the individual will be expected to build an understanding of our wider programme of work and mission and help us to find creative ways to make connections.
- Selling sponsorship packages for our commercial events, which include Skills London, London Infrastructure Summit, Party Conferences, and Building London. These packages will vary from headline sponsorship to smaller networking/stand packages and include a mix of thought-leadership/speaking opportunities, brand promotion, digital content, and networking elements. The programme of events has been delivered virtually throughout the pandemic, but we expect a return to physical events in the autumn. As such, there will be a mix of selling physical, virtual and hybrid events for the foreseeable, and the individual will need to be confident selling packages that include multiple elements and be able to talk to individual areas of value, e.g., speaking opportunities, blogs, podcasts, branding, networking, and be able to ask the right questions to identify the suitability of packages, and tailor where necessary.
- The individual will be given specific sponsorship products to sell and income targets and will have autonomy, leading on all aspects of the sales cycle from pipeline building, targeting/outreach, negotiation, and will work closely with events and marketing colleagues to oversee delivery and ensure value. There will be support available from experts in policy and across the wider organisation to assist sales

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efforts – it will be up to the individual to pull the right people in at the right time, and to work collaboratively with the teams to achieve the agreed target income for each event.

- Ensuring that records of approaches/sales are recorded, and that our CRM database is always kept up to date for reporting on pipelines is essential.

London First Person Specification

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Key background and knowledge:

- Creative, articulate, and resourceful
- Enthusiasm for selling and an understanding of sales tactics
- Confident speaking to a mix of business professionals at various levels to understand their needs
- Strong organisational skills that allow you to work independently and efficiently
- Good communication and collaboration that enable you to work across the whole organisation, build trust and rapport easily, and to feedback clearly to colleagues
- Self-awareness with an ability to learn what works/doesn't work and adapt quickly
- Ability to manage priorities and shift focus based on urgency and demand.

Desirable:

- IT literate - proficient in Microsoft Office (Word, Excel & Powerpoint)
- Experience of CRM

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