

## London First Job Description

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**Title:** Commercial Development Manager

**Reporting to:** Commercial Director

**Department:** Business Development

**Working closely with:** Commercial Director, Corporate Affairs, Policy, Operations

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### Role overview:

This role within the Business Development team at London First will support our member recruitment, retention, and sponsorship income goals, and be a leading voice within the organisation (often deputising for the Commercial Director) on all aspects of our commercial offer and income generation objectives. An ideal opportunity for a creative and ambitious professional with strong 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 ramping 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. The role will report into the Commercial Director and have line-management responsibilities for a Business Development Executive, with an advisory/coaching role for colleagues across teams on various aspects of commercial/negotiation skills.

### Key deliverables:

- The individual will need to manage their time across multiple priority areas, membership sales, supporting retention, and driving sponsorship sales, and so must be able to prioritise and shift focus based on urgency and demand.
- There will be significant autonomy from day one, with the individual leading on all aspects of sales pipeline management, including identifying new leads, acquiring contact details, drafting various communications, to include emails, briefing documents, presentations, proposals, pipeline reports, and leading sales meetings (up to and including at CEO-level). There will be support available from experts in policy, events, and across the wider organisation to assist sales efforts, but strategizing, negotiating, and closing deals will be down to the Commercial Development Manager and specific income targets will be assigned.
- The focus will be on well-constructed, targeted approaches, using hooks from our policy and campaigning work to drive interest and testing ideas, so a nuanced and confident written ability is vital. The individual will be expected to draw on previous relevant experience/knowledge and quickly build an understanding of our wider programme of work and mission to design and lead campaigns of targeted outreach and generate ideas/find creative ways to make connections.
- Shaping the sponsorship offer, setting income targets, and selling 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. For the foreseeable future there will be a mix of selling physical, virtual and hybrid events, and the individual will need to be confident creating and 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.

- 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, are commercially compelling, and will deliver value, whilst ensuring we build long-term relationships and trust.
- 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 targets, and so the ability to lead teams and manage involvement of busy colleagues is key.
- 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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<b>Title:</b>	Commercial Manager
<b>Reporting to:</b>	Commercial Director
<b>Team:</b>	Business Development
<b>Scope:</b>	Permanent, to start ASAP

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### Key background and knowledge:

- Significant knowledge/experience of selling membership and events sponsorship (or relevant transferable skills from selling to C-level contacts in a B2B environment), and an understanding of the marketing/brand benefits associated and ability to articulate this
- Track record of closing new business and achieving targets in a relevant B2B sales environment
- Experience working closely with comms and policy teams to support account management and delivery
- Creative, articulate, and resourceful, with strong written and general communication skills
- Enthusiasm for selling with expertise in pipeline management, lead generation, and sales strategy

*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.*

- Confident speaking to and presenting to a mix of business professionals at various levels to understand their needs
- Good communication and collaboration skills 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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**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 recovery and 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.

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