

**BUSINESS
LDN**



**JOB DESCRIPTION
CHIEF COMMERCIAL OFFICER**

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Reporting to	Chief Executive Officer
Team	Leadership Team
Contract Type	Permanent
Working Pattern	Full-time
Salary	£120,000

We're delighted you're considering joining us at [BusinessLDN](#). We offer a great place to work with a range of employee-focused benefits and a flexible and inclusive working environment.

ABOUT BUSINESSLDN

At BusinessLDN, our mission is to make London the best city in the world in which to do business, working with and for the whole UK. We work to deliver the bigger picture, campaigning to tackle today's challenges and to secure the future promise of London. We harness the power of our members, from sectors that span the economy, to shape the future of the capital so Londoners thrive and businesses prosper. We support business to succeed — locally, nationally, globally. We link up with other cities around the UK, to ensure the capital supports a thriving country. We campaigned for the creation of the office of London Mayor and Transport for London, for the Elizabeth Line, for congestion charging, and we incubated Teach First.

ABOUT THE ROLE

This is an exciting opportunity to join a small yet ambitious Leadership Team at an organisation which is at the heart of shaping policy debates about London's future.

The Chief Commercial Officer (CCO) of BusinessLDN is a new post, responsible for the sustainable growth of our business. They will bring an entrepreneurial approach to the role, working collaboratively with colleagues to embed a commercial mindset across the business. They will be passionate about the success of our capital and ambitious for the future of our business.

As a member of the Leadership Team, the postholder will be responsible for driving the business's overall strategy and its delivery. Other members of the Leadership Team are the Chief Executive and the Deputy Chief Executive, who leads our campaigns and communications, marketing and member management/policy development teams.

In September 2024, the BusinessLDN Board approved the organisation's new five-year strategy, *Beyond the Horizon*, which sets out an ambitious path to grow our income, membership and impact. At its heart is an overriding goal of increasing the size and diversity of our membership: by widening the firms and sectors for which we speak, we will achieve ever greater impact in pursuit of our mission.

The CCO's central focus will therefore be on implementing and developing the company's commercial strategy, with overall managerial responsibility for the business development and events teams. Core to the success of this role is the ability to be across the wide range of activities being undertaken by the policy team; our advocacy; and our wider marketing and communication programme. The CCO will be able to translate these into a compelling proposition by linking the benefits that membership of BusinessLDN brings to prospective members and overseeing a rigorous sales process.

KEY DELIVERABLES

Strategy and Leadership

- Work with other members of the Leadership Team to drive forward the business, including delivering our annual income and expenditure targets.
Develop the commercial and business development strategies, including targeting new members and growth sectors, leverage our commercial income from our events programme, create new products and services, identify commercial partnerships, as set out – but not limited to – the areas outlined in our five-year strategy.
- Lead and develop a high-performing BD and events team, in line with our company values, who are motivated to meet and exceed their sales targets.
- Work closely with the organisation's Delivery Board – made up of those responsible for operational delivery of our day-to-day activity – to ensure progress against the strategy, providing constructive support and challenge, and embedding a commercial mindset across the business.

Commercial

- Drive new member recruitment, working closely with the Deputy Chief Executive and the policy/member management team.
- Improve member retention, working closely with the Deputy Chief Executive and Membership Director, as well as the wider policy/member management team.
- Increase commercial sponsorship, supporting the Head of Events, in designing and delivering a programme which is attractive to sponsors, members and prospects, as well as reinforcing our external reputation as London's premier business organisation.
- Develop new products, services and commercial partnerships, which leverage our core competencies – for example, around developing London's future business leaders or providing policy development support to members.
- Identify market opportunities from our core activities, providing feedback internally as to where market interest lies and oversee a plan to deliver these activities.
- To lead the sales process, linking the benefits that participating in our activities can bring to prospective members by listening to and teasing out their needs.
- Work closely with our finance team to create drivers/analysis to improve the ability to forecast more accurately, including providing accurate data to the Leadership team and Board.

ABOUT THE CANDIDATE

You will possess strong commercial business acumen, with an entrepreneurial flair and track record in driving revenue growth and market expansion through the implementation of effective end-to-end sales strategies, spanning pitching, outreach and closing deals.

You will be able to demonstrate conceptual flexibility and be able to navigate complex stakeholder and internal environments.

You will have excellent oral and written communication skills, alongside being a good listener, and be able to link BusinessLDN's programme to the needs of members and prospective members, and to articulate the benefits that membership can bring. As such, you will have general all-round knowledge of the issues facing businesses in London.

You will have excellent influencing skills, able to build trust and manage relationships with key personnel and stakeholders, and to lead, inspire and motivate cross-functional teams, in line with our values (make a difference, work together and professional delivery).

You will also possess robust project management skills, managing the delivery of the commercial programme against agreed targets and KPIs and providing accurate and timely reporting to the Leadership Team and Board.