

**BUSINESS
LDN**



BUSINESS DEVELOPMENT EXECUTIVE

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Reporting to	Chief Commercial Officer
Team	Business Development Team
Contract Type	Perm
Working Pattern	Full time
Salary	£32,000

We're delighted you're considering joining us at [BusinessLDN](#). We offer a fantastic place to work with plenty of employee-focused benefits along with an inclusive and healthy work life balance approach and hybrid working of minimum two days a week required in the office.

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, we incubated Teach First and run the UK's largest annual jobs and careers fair, Skills London.

ABOUT THE ROLE

As BusinessLDN continues its exciting five-year business plan, growing our commercial income remains the critical building block. The best way to achieve this is by increasing the size and diversity of our membership, which in turn will help us achieve greater impact by growing the businesses and sectors we speak for.

This key role will be at the centre of this effort, working closely with the Programme Director – Member Engagement, the Chief Commercial Officer, Events team and broader leadership as we look to win new business for the organisation.

We are looking for an individual with a positive attitude who can support, and be an integral part of, an energised team that is looking to grow the business year on year. As an executive you will be able to provide considerable administrative and data statistics support to the team, while having an agile and creative sales mindset to help grow the membership pipeline.

There are opportunities for career development into a full business development role.

ABOUT THE CANDIDATE

- Enthusiasm for sales and relationship development as demonstrated through recent experience in a direct sales-related role.
- Strong self-management abilities, with high levels of motivation and attention to detail.
- Creative and adaptable as evidenced through recent academic, professional, or personal projects.
- Articulate with an ability to converse on current business trends and a natural ability to build relationships.

- Self-assured with an ability to handle unpredictable scenarios successfully.
- Creative presentational skills such as promotional presentations or equivalent.
- Enthusiasm for technology and finding technology-based solutions to day-to-day tasks.
- Show genuine drive, an interest in business and a true desire for development.

KEY RESPONSIBILITIES FOR THIS ROLE

- Providing essential sales support to the business development team including: identifying new prospects in media and other channels; phoning and emailing prospect organisations to acquire contact details.
- Maintaining timely information on the CRM system (Dynamics - 365) including tracking commercial opportunities, 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.
- Writing notes and other communications for sales pitches; drafting briefing documents, presentations and proposals.
- Diary management for the Chief Commercial Officer and Programme Director – Member Engagement, including booking external business development meetings.
- This is a busy and exciting role, so the successful applicant is likely to attend events and meeting targets regularly through an average week, when they are up to speed.

THE SKILLS YOU WILL POSSESS

Criteria	Essential	Desirable
Strong team player with good relationship skills	✓	
Track record coordinating and maintaining a sales pipeline	✓	
Ability to navigate CRM system (Dynamics 365) and MCSFT programs	✓	
Excellent knowledge of Microsoft Word, Excel and PowerPoint	✓	
Pro-active approach with the ability to prioritise and manage multiple tasks	✓	
Awareness and flair to spot business development opportunities from events and media		✓
An appetite to develop core sales skills and learn from colleagues		✓