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Job Title Business Development Executive

Team Business Development (BD)

Reporting to Business Development Manager

Responsible for

Job purpose

The Business Development Team's purpose is to support an expanding portfolio with a growing number of commercial partnerships in Member Benefits, CPD sponsors and Strategic Partners.

Key responsibilities

- Relationship Management – account manage Member Benefit partners
- Sell BD packages – lead generation and new sales
- Onboarding new clients – including managing back end processes (invoices, website, social etc.)
- Account managing CPD sponsors and exhibitors
- First point of contact for BD enquiries – triage enquiries

Date

9 January 2025

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	Essential	Desirable
Qualifications & training	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li>Degree or professional qualifications in Marketing, Business Studies, or Project Management</li> </ul>
Work experience	<ul style="list-style-type: none"> <li><b>Client Relationship Management:</b> Proven experience in managing and growing client relationships</li> <li><b>Project management:</b> Demonstrated capability in coordinating complex projects, with an emphasis on organisation and process alignment</li> </ul>	<ul style="list-style-type: none"> <li><b>Legal Sector Insight:</b> Experience or exposure to the legal services sector, or a related field such as finance or public sector, with the ability to apply insights to BD initiatives</li> </ul>
Knowledge & skills	<ul style="list-style-type: none"> <li><b>Marketing Fundamentals:</b> Knowledge of marketing strategies, including digital marketing, content creation, and social media engagement</li> <li><b>Industry Awareness:</b> Understanding of the professional services environment, ideally within a membership, professional body, or legal sector context</li> <li><b>Organisational and Planning Abilities:</b> High-level organisational skills with proven capability in planning and executing projects within tight timelines.</li> </ul>	<ul style="list-style-type: none"> <li><b>Sales and BD Acumen:</b> Strong foundation in sales principles, with a record of driving revenue growth and managing a sales pipeline</li> <li><b>Microsoft Office Suite Proficiency:</b> Advanced skills in MS Office applications to support data management and reporting.</li> <li><b>Budgeting and Financial Management:</b> Experience in managing budgets, forecasting, and financial reporting.</li> <li><b>Customer Relationship Management Systems:</b> Proficiency with CRM tools to manage client interactions, track</li> </ul>

- Ability to lead on standards/process implementation: Proficiency and ambition to take ownership and find a better way to work, both daily and long term.
  - **Commercial Awareness:** Ability to identify market trends and opportunities, ensuring alignment with strategic objectives and client needs
  - **Stakeholder Management:** Effective stakeholder engagement skills with a focus on relationship building and communication
  - **Communication Excellence:** Strong written and verbal communication skills to convey complex information clearly and persuasively
- engagement, and support sales activities
  - **Process Implementation:** Ability to implement and standardise processes, driving consistency and efficiency in BD activities.
  - Formal Education: Degree or professional qualifications in Marketing, Business Studies, or Project Management
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