

LONDON CHAMBER OF COMMERCE AND INDUSTRY

JOB DESCRIPTION

Job title: Membership Consultant
Team: Commercial Team (within Membership and Events Directorate)
Responsible to: Head of Commercial
Location: Queen Street, London EC4

Background to the role

London Chamber of Commerce and Industry (LCCI) is the capital's largest independent networking and business support organisation. Representing the interests of London businesses, it influences on their behalf, creates thousands of connections every year and offers its 2000 members - of all sizes and sectors - a wide range of practical and professional support services. The overriding objective is to ensure that London businesses are better able to grow and provide world-class services both at home and overseas.

The Membership and Events Directorate is tasked with delivering the budgeted plan for new member sales, member retention, sponsorship income and the provision of an engaging membership offering including events. The overall objective for the Commercial Team is to deliver budgeted new member sales, sponsorship income and successful commercial partnerships for the Chamber.

The Membership Consultant is a key commercial role focused on selling Premier Plus membership, playing a key role delivering the budgeted number of new members to the Chamber.

Key Responsibilities

The jobholder is expected to:

- Proactively solicit and recruit new Premier Plus members against the budgeted and sector targets as agreed annually with the Head of Commercial and Director of Membership and Events.
- Build and maintain a pipeline of leads to conversion, using Customer Relationship Management (CRM) tools to constantly track personal progress including actuals and forecasts against pipeline and sales targets and provide regular reports to the Head of Commercial.
- Proactively work with the Commercial Support Co-ordinator in the development of email prospecting campaigns and act swiftly to take advantage of any new membership leads delivered.
- Propose new and innovative ways to enhance sales conversion through email, social and face to face presentation as well as acquisition process improvement. Take advantage of technologies available to enhance the sales presentation and activity wherever possible.
- Collaborate across the Chamber to ensure all potential membership prospects are identified and explored fully.

- Provide constant feedback on winning membership sales features and objections to purchase, to the Head of Commercial and other teams, particularly the Member Relationship Team and Events, to aid the development of the Chamber's offering.
- Record outcomes and actions from meetings and calls and maintain data on all sales leads and conversions on the CRM database in accordance with Chamber data practices, data protection policy and team procedures.
- Liaise with the Membership Data Administrator and the Membership Relationship Team as appropriate to ensure that all data entry is adequately completed for prospects, leads and sales and that new member records are correctly set up. Communication with prospects, leads and sales also to be recorded within CRM.
- Attend external exhibitions, conferences and functions to promote Chamber membership as agreed with the Head of Commercial and as part of the overall team Sales Plan.
- Proactively maintain a high level of up to date knowledge and awareness of London business issues, the business market, business sectors and services offered by the Chamber and its competitors through review of external data and regular liaison with Chamber teams and its communications.
- Develop the skills and experience to be able to vary the sales presentation according to the individual needs of the prospect organisation and promote Patron Membership, Sponsorship and advertising opportunities where the opportunity arises.
- Identify potential sponsors of Chamber events and activities and pass these on to the Sponsorship Manager.
- Provide a professional handover of all sales to the Member Relationship Team to ensure a seamless transition for the newly acquired member.
- Resolve service delivery issues/complaints quickly and effectively in accordance with Chamber policy, recommending improvements and escalating where appropriate.
- Ensure processes and activities are fully compliant with Chamber protocols and legislation including data protection and marketing communications.
- Set high levels of professional performance and image in all written, verbal and face to face communication, observing the Chamber's quality standards and customer values and contributing to their continuous improvement.
- Play a positive role in team/staff meetings and other internal communications
- Undertake any other duties as requested by the Head of Commercial or Director of Membership and Events

Skills and Aptitudes

Essential

- 3-5 years' sales experience and proven sales track record
- Strong negotiation and commercial skills
- Performance and target orientated
- Sales funnel management
- Excellent written and verbal communication and presentation skills
- Proven ability to meet and exceed sales or commercial targets
- Excellent interpersonal skills – to network and build positive working relationships
- Ability to adapt creatively to stakeholder and customer needs
- Strong personal drive, also able to operate as part of a team.
- Excellent organisation time management and prioritisation abilities
- Willing to attend trade shows and events out of hours
- Proficient with Microsoft Office and Dynamics CRM

Desirable

- Good understanding of London and its business community
- Understanding of the Chamber environment and its movement