

JOB DESCRIPTION

Job Title: Partnerships Development Manager
Reporting to: Head of Partnerships
Team: Patron, Partnerships & Sponsorships

About London Chamber of Commerce and Industry

The London Chamber of Commerce and Industry (LCCI) is London's key hub for the business community. We support members' businesses through a range of services, make connections to spark new opportunities and advocate on behalf of London's business community. We strive to make London the exemplar for sustainable economic growth and promote 'Global London' as the best city in the world for business, trade, and investment.

We work to accelerate the growth of our members by providing valuable support, facilitating new business connections, and leveraging our network to generate greater shared prosperity for London.

About the Patron, Partnerships and Sponsorships (PPS) team

The PPS team is accountable for the recruitment, engagement, retention and value growth of Patron, Partnerships, and Sponsorships and to meet annual income targets.

The team leads a wide range of functions including insight and analysis, sales prospecting, lead conversion, relationship development, ongoing engagement, account management, value enhancement, and the implementation of effective retention strategies.

Recognised as subject matter experts, the team maintains deep knowledge and insight into all aspects of Patrons, Partnerships, and Sponsorships.

They also manage related third-party arrangements that support the delivery of information and services.

Collaboration is central to their approach, working closely with colleagues across Events, CMR, Community, Communications, Policy, International, and IT to ensure the Chamber's value proposition is delivered to its fullest potential.

Purpose of the role

There is a clear need to grow LCCI's Patron membership base and increase Partnerships income. The primary objective of the Partnerships Development Manager is to develop and execute sales strategies that drive new Patron membership acquisition and boost income from Partnerships. This role involves proactive sales outreach, leading membership campaigns, pitching and securing new business, supporting the onboarding of new members, and consistently meeting defined sales targets.

Key Responsibilities

The Partnerships Development Manager is a critical role with a focused set of responsibilities including. Supported by the Head of Partnerships, the role has an

overriding objective to secure income and value through increasing new Patron memberships (priority), and Partnership sales.

- Developing and executing Patron membership and Partnerships sales activities, including implementing plans to attract new Patron members and Partners, to increase overall Patron and Partnership income growth.
- Establishing relationships with potential Patron members and Partners, through a range of communication channels, including email, phone, social, and event attendance.
- Via targeting and prospecting - identifying key prospects to expand the Patron membership base and Partnerships income.
- Develop compelling proposals to demonstrate clearly how LCCI will solve the prospects needs.
- Able to professionally manage sales meeting, negotiate, and win new business.
- Supporting the onboarding of newly acquired members and building continued relationships with all newly acquired Patron and Partners as appropriate.
- Manage invoices and track payments received.
- Proactively maintain an up-to-date knowledge of Chamber assets, activities, services and initiatives through strong productive relationships with other teams, regular liaison and internal, external communications to ensure all Patron and Partner opportunities are leveraged.
- Work collaboratively and closely with colleagues in Policy, Communications, Events, Member Relations, International, and Stakeholders to ensure all Patron, Partnership opportunities are exploited.
- Ensure CRM is updated pipeline information with opportunities regularly tracked and kept up to date.
- Preparing reports and forecasts on sales, cancellations, and other key performance indicators for the Head of Partnerships and the Business Development Director.
- Consistently meet or exceed sales/income targets.

General Responsibilities

- Reflect the LCCI's values, demonstrating high levels of professional performance and behavioural standards, always seeking continuous improvement
- Demonstrate flexibility, initiative, and a collaborative approach to achieving business goals
- Contribute to a motivated, respected and highly knowledgeable team of professionals focussed on overall success of the team and the Chamber
- Undertake any other duties as requested by the Head of Partnerships.

Required Competencies and Skills

- Proven experience in B2B sales and ability to meet or exceed performance targets
- Strong commercial awareness with effective negotiation and influencing skills
- Ability to quickly develop a broad understanding across diverse industry sectors
- Clear, persuasive communicator with excellent verbal, written, telephone, and presentation skills
- Numerate with strong financial and commercial acumen
- Confident and proactive networker, skilled at building and maintaining relationships at all levels
- Ability to adapt creatively to stakeholder and customer needs
- Team player, also able to work independently with high levels of personal drive
- Target-driven with a continuous improvement mindset
- Highly organised, able to prioritise and effective administration and time management skills
- Competent in sales lead management and data analysis for performance insights
- Willing and able to attend events, networking opportunities, and trade shows outside standard hours
- Proficient with Microsoft Office and CRM platforms

Desirable

- Good Understanding of London and its business community
- Experience within a membership organisation or chamber of commerce environment