

JOB DESCRIPTION

Job Title: Membership Sales Manager
Reporting to: Head of Community and Member Relationships (CMR)
Team: Community and Member Relationships (CMR)

About London Chamber of Commerce and Industry

The London Chamber of Commerce and Industry (LCCI) is the capital's premier business network, serving as a vital hub for London's dynamic commercial community. We empower businesses to grow through advocacy, networking, expert services, and global outreach.

LCCI champions London as the best city in the world for business, trade, and investment. We advocate for sustainable growth, connect our members to new opportunities, and support policies that benefit London's economy locally and globally.

About the Community and Member Relationships (CMR) Team

The CMR team is at the heart of LCCI's member and community engagement. The team is responsible for recruiting new members, deepening existing relationships, improving retention, and driving value across all interactions.

The CMR team oversee:

- Sales campaigns and prospecting
- Relationship development and account management
- Member engagement and retention strategies
- Sector and Special Interest Group growth

The team works closely with other LCCI departments such as Events, Propositions, (including Services and Sponsorships), Community, Communications, Policy, International and IT - this delivers a seamless, high-value experience for every member.

Purpose of the role

The overarching objective for the Membership Sales Manager is to develop and implement sales activities to drive membership growth. This individual will be responsible for proactive sales outreach, engaging in membership drives, pitching and closing new business, supporting the onboarding of new members and meeting sales targets.

Key Responsibilities

The Membership Sales Manager is a critical role with a focused set of responsibilities including.

- Developing and executing membership sales activities, including implementing plans to attract new members, and increase overall membership growth.
- Establishing relationships with potential members, through inbound and outbound phone contact,
- Targeting and prospecting - identifying and targeting key prospects to expand the membership base.
- Supporting the onboarding of newly acquired members.
- Preparing reports and forecasts on sales, cancellations, and other key performance indicators for the Head of CMR.
- Collaborating with other departments such as marketing, events, and other relevant teams to develop and promote member benefits and programs.
- Improving member experience:
- Consistently meeting or exceeding individual and team sales target
- Undertake other duties as required by the Head of CMR

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 CMR

Required Competencies and Skills

- Proven experience in B2B sales
- 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 lead management and data analysis for performance insights
- Proven ability to meet or exceed performance targets
- 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