



## Job Description

<b>Post:</b>	Membership Sales Executive
<b>Reporting to</b>	Chief Operating Officer
<b>Hours</b>	35 hours per week excluding 1 hour lunch break per day, Monday to Friday taken between 8.30am and 6.00pm. In addition to these hours you will be required to attend events both before and after work as required
<b>Salary</b>	OTE £30k - £35k per annum
<b>Location</b>	Tower 12, The Avenue North, 18-22 Bridge Street, Spinningfields, Manchester, M3 3BZ
<b>Other</b>	Death in Service Cover, Private Healthcare, Childcare Voucher Scheme, Flexible working, Working from home opportunities, Holidays 30 days plus statutory holidays

### **Background to the company**

pro-manchester is the largest business development organisation in the North West. With around 280 member firms we represent the financial and professional sector and the wider business community in the North West region. We offer a range of business development activities including a programme of 150 business events annually, market facing business development initiatives and outreach into other sectors.

### **Main purpose of role**

To recruit new pro-manchester members and drive sponsorship sales, through self-generation of your own leads. Using a customer centric approach whilst achieving KPIs and maximising revenues and gross margin. The role requires a passion for working in a target-driven and challenging environment. It is important for this role to constantly seek new opportunities and acquire new data with the aim of improving our customer base and revenue. This role requires frequent contact with people, including face-to-face and/or by phone and email, therefore a working knowledge of MS Office is required.

### **Key responsibilities**

- Generate new membership and sponsorship sales, ensuring monthly targets are achieved
- Self-generation of leads through prospecting using all means i.e referrals, Social media, online networking, web
- Spend time using a variety of research methods, talking to industry leaders, attending events and setting up web alerts for news items.
- Maintain, create and develop own base from targeting customers that have potential to benefit from pro-manchester membership
- Research and prepare for sales meetings to gain a good understanding of their market, business drivers, strategic initiatives and projects
- At customer meetings take a strong interest in the organisation and listen to the customer and using information provided to identify opportunities.
- Keep up to date with pro-manchester program & benefits
- Conduct promotional activities to create engagement, to increase brand visibility, using social media platforms including Facebook, LinkedIn and Twitter



- Establish effective relationships, both internally and externally, through networking opportunities to create selling opportunities
- Manage the whole sales lifecycle and liaising with teams internally to ensure customer satisfaction.
- Demonstrates high levels of personal activity to develop the required level of new business.
- Manage all areas of the membership processes for pro-manchester. Processing all applications, answering enquiries, monitoring subscription payments.
- Prepare a variety of status reports, including activity, closings, follow-up, and adherence to goals to be delivered to Senior Management.
- Manage and update the members section of the website including members profiles, and individual profiles.
- Manage, develop and update pro-manchester's database both web based and office based including the CRM database.
- Help out at various pro-manchester events, including manning badge stations & exhibition stands, networking with delegates & any logistical requirements
- When required, undertake any role that is necessary to ensure the efficient running of the office

### **Technical and Personal Skills**

- Must maintain strict professionalism and confidentiality in relation to the work undertaken
- Proven sales experience in the B2B sectors (industry experience not required)
- Target driven and total focus on achieving targets and helping grow business
- Experience in business development
- Naturally inquisitive and genuinely desires to fully understand the customer's business.
- Believes it is essential to have a good understanding of the company direction and issues confronting the customer.
- Positive and passionate about own role and helping customers to improve their business.
- Has energy and a sense of urgency – wants to get things done.
- Takes ownership and personal accountability for projects, issues and problems. Proactive in progressing the project and in identifying and solving problems.
- Must work to deadlines and respond in a flexible way to the changing demands of workload
- Excellent Organisational Skills including the ability to plan, organize and manage own workload
- Must be a good communication both written and verbal
- Excellent interpersonal skills in dealing with member companies and to be able to work within a small, high-pressured team
- Accuracy and attention to detail
- Previous experience working in a busy office
- Ability to write own correspondence confidently and accurately
- Excellent Microsoft Office Skills including Outlook, Word & excel
- Ability to demonstrate understanding of IT systems & social media