

JOB DESCRIPTION

Position: TBC: **Working Title: Sale Growth Specialist**

Please note, the final job title for this position will be confirmed during the recruitment process, based on the successful candidate's experience and the evolving needs of the organisation

Band: 3

Department: Business Development

Reports to: Director of Events and Engagement

Hours: 35 hours per week (full-time)

Location: Homebased (with travel to attend meetings and events as required)

Overview:

The Institute of Leadership is a dynamic and forward-thinking membership association dedicated to helping more people become better leaders more of the time. We are the professional body for an active, international community of over 50,000 leaders, managers, coaches and mentors – and we are much more than that. We create world-class tools, deliver award-winning e-learning and undertake practical research to help unlock individual leadership potential. The Institute serves as a hub for leadership professionals across the globe, offering valuable resources, networking opportunities, and development programs to enhance careers and 'Inspire great leadership, everywhere'.

Job Purpose:

This role plays a pivotal role in driving revenue growth by acquiring and converting corporate membership and product sales. Ambitious and goal orientated, the position focuses on identifying, engaging, and securing relationships with corporate clients to expand the Institute's membership base.

Key Objectives:

- **Corporate Membership and Institute Approved (IA) Sales and Lead Conversion:** Proactively drive the acquisition and retention of corporate members and IA clients, implementing innovative and creative sales initiatives to generate and convert leads, ensuring sustained revenue growth.
- **Relationship Management:** Build and nurture resilient and long-lasting relationships with corporate member organisations and key decision makers, demonstrating curiosity and a deep understanding of their needs.
- **Market Intelligence and Brand Advocacy:** Represent the Institute as a leading-edge membership body to prospective corporate members and at industry events to raise brand awareness and foster credibility.

Role and Responsibilities:

Corporate membership and IA Sales and Lead Conversion:

- Actively promote and sell corporate membership, IA, and other Institute products to organisations, building a high-value portfolio of corporate clients.
- Manage the full sales cycle from lead generation to contract closure, ensuring high

conversion rates.

- Conduct outreach via phone, email, virtual and face to face meetings to engage prospective corporate members and our wider product offering, such as IA with confidence and enthusiasm.
- Identify and target organisations that align with the Institute's membership offering and value proposition.
- Generate leads through direct outreach, networking, events, and collaboration with the Marketing team.
- Use CRM tools to track sales activity, engagement levels, and pipeline status, leveraging data for continuous improvement.
- Support senior leadership with data-driven insights to enhance business development strategies.
- Follow up on inbound leads and referrals, ensuring a proactive and solution-focused approach to conversion.
- Research potential corporate members and tailor outreach efforts to maximise engagement.
- Work towards achieving and exceeding agreed KPI's, including corporate membership sales and revenue targets.

Relationship Management

- Develop and maintain strong relationships with existing and prospective corporate members and decision makers to ensure high retention rates.
- Act as a main point of contact for corporate membership and IA inquiries, providing excellent customer service.
- Work collaboratively with the Client Services and Membership teams to ensure a seamless onboarding experience and long-term engagement.
- Work collaboratively with internal teams to deliver value to corporate members and IA clients, upholding the Institutes values and mission fostering professional reputation within the industry and wider community.

Market Engagement and Brand Advocacy

- Represent the Institute at industry events, trade shows, and networking functions with energy and confidence to raise awareness and generate leads.
- Deliver compelling sales presentations and proposals to prospective corporate decision makers and partners.
- Stay informed about industry trends, competitor activity, and emerging market opportunities to maintain a competitive edge.

Any other duties as may be required by your manager for the for the successful performance of your role, ensuring flexibility and adaptability in contributing to the Institute's goals and objectives.

Key Skills and Experience:

Essential

- Experience in corporate membership sales or B2B sales, demonstrating strong ability to build client portfolios, generate and convert leads with a goal-driven approach, including presenting, negotiating, and closing deals both virtually and face-to-face in a competitive environment

- Experienced in building and maintaining professional relationships with corporate clients and stakeholders at all levels, demonstrating a customer-focused approach, curiosity, and adaptability.
- Strong commercial acumen with expertise in identifying, promoting, and selling products and services, applying effective marketing strategies, sales techniques, and data-driven decision-making to align with organisational goals
- Proficient in CRM systems for managing sales pipelines and reporting, as well as Microsoft Office, LinkedIn, and other digital tools to enhance sales and client engagement.
- Highly motivated, target-driven, and resilient self-starter with a confident and positive attitude, capable of working independently to achieve ambitious sales goals
- Takes full ownership and responsibility for achieving sales targets, driving organisational performance, and ensuring accountability in all interactions.
- Excellent communication skills, both written and verbal, with a confident presentation style up to c-suite level.
- Strong team player and experience working with marketing teams to support sales-driven campaigns.
- Willingness to travel for meetings, events, and conferences.

Desirable

- Knowledge of leadership development, learning and development, or professional services industries.
- Familiarity with Microsoft Dynamics 365 CRM.
- Full UK driving licence.