



Head of Membership, Leaders Performance Institute

Leaders (Executive Sport Ltd) connects the global elite sports industry across both sport business and sport performance. Our aim is to drive excellence in the sports industry.

With two clear functional areas, Leaders connect people and ideas by running premium, invitation-only global summits and private networking forums for business executives and performance practitioners across the world of sport. Leaders also publish content through a multimedia platform that publishes all year round to 105,000 sports industry leaders.

The Leaders Performance Institute was created two years ago to connect, inspire and educate the global sport performance community. There are now over 500 members globally predominately made up of coaches, general managers & performance directors across the Premier League, Championship Rugby, AFL, NBA, NFL, Olympic Committees and a number of other sports. Members connect regularly via the network, consume content via our online media platforms and physically meet at our global event series.

The role:

Reporting directly to the Managing Director, the Head of Membership role has been introduced to drive the global growth of members (mainly sports leagues, clubs & franchises) and create an annual product development plan in order to meet the industry and members' needs. This individual will be a key driver of developing new digital product development and unique live experiences. A passionate leader, the individual will also be the key project manager and act as the 'glue' between departments to ensure objectives are aligned and delivering value to the both Leaders and the industry.

This is a great opportunity to join a growing business, gain exposure to the sports industry and utilise your experience to make significant impact on the business.

P&L RESPONSIBILITY

- ✦ Overall responsibility for profit & loss of Leaders Performance Institute (LPI) and ensuring delivering against outlined 3 yr growth plan presenting results back to management team weekly.
- ✦ Working with operations and marketing to monitor detailed costs, identifying areas of investment and measuring ROI across Leaders Performance Institute and its associated products (predominately digital media and live events).
- ✦ Working with sales dept heads to monitor and drive revenue performance against set targets, identifying new territories for growth.
- ✦ Produce and oversee delivery of an annual product plan that will deliver growth plan and meet industry needs over the next three years.

PEOPLE & PROJECT MANAGEMENT

- ✦ Develop and agree KPIs and business objectives across marketing, written content, live content and sales in order to deliver strategic objectives and expected revenue/ profit growth.
- ✦ Agree & track all KPIs feeding into the delivery of P&L weekly.
- ✦ Ensure clarity and communication of LPI vision and objectives/ priorities by leading and motivating the individuals working on LPI across departments.
- ✦ Line manage Product Manager and Membership Account Manager.
- ✦ Be a member of the management team responsible for driving company culture and HR processes.
- ✦ Work with the US office commercial team to ensure delivery against agreed KPIs and monitor US growth - liaise with CCO on gaps.



PRODUCT DEVELOPMENT

- ✦ Work closely with the product & content teams to gather market insight which informs product strategy. Deliver ongoing growth and sustainability of the membership product by developing content offerings across print and digital platforms, global Summits and informal gatherings.
- ✦ Own the membership pricing strategy in conjunction with the CCO for the model across content, events and development programmes.
- ✦ Test and create membership packages to cater for industry requirements and price sensitivity.
- ✦ Own and deliver an annual product development plan for the Leaders Performance Institute products.
- ✦ Work with Product Manager & all internal/ external stakeholders to deliver against key deadlines.
- ✦ Drive technology development and work with the marketing team to deliver.
- ✦ Drive development of new sponsorship assets through content / thought leadership platforms – work with multiple teams to provide assets to sponsorship team and ensure products are meeting the clients' needs.
- ✦ Drive the generation of new product initiatives for future years.

FINANCIAL / KEY ACCOUNT RELATIONSHIPS

- ✦ Work with the Product Manager to identify, develop and drive key strategic relationships to support Leaders Performance Institute position within the market (e.g. sports leagues, federations, associations, key commercial partners etc)
- ✦ Support development of Sponsorship/ Membership proposals and pitches to ensure the Institute is positioned accurately and all partnerships are delivering value to the existing audience.

Ideal Candidate

- ✦ Proven experience leading projects with multiple stakeholders/ excellent project management skills.
- ✦ Proven experience leading a team/ excellent people management skills.
- ✦ Enthusiastic and creative leader with the ability to inspire others.
- ✦ Experience driving a membership or loyalty based product preferred.
- ✦ Experience in managing technology projects (e.g. website/app development).
- ✦ Experience overseeing the implementation of content marketing campaigns to drive leads and direct revenue.
- ✦ Commercial acumen and experience of budget ownership.
- ✦ Strong analytical skills and awareness of digital and online media platforms.
- ✦ A 'can-do' attitude with the ability to influence.
- ✦ Excellent communication and presentation skills.
- ✦ A passion for sport preferable.
- ✦ Approx 6 years of experience in B2B industries preferred.
- ✦ Best suited to someone from a content, marketing or commercial background.
- ✦ Computer literate with excellent knowledge of I.T. including Office packages, Word, Excel, PowerPoint, Access and Outlook.
- ✦ An advocate for the company and a good fit with the Leaders values: **Quality, Leadership, Collaboration, Aspirational, Accountability**

If you are interested please submit a **tailored covering email and CV** via our website addressed to Laura McQueen, Managing Director. Successful applicants will be contacted within a week of application.

<https://leadersinsport.com/careers/>