



Business Development Executive - Membership

LEADERS, a subsidiary of Leaders Group LLC, is the premium event and content platform for leaders in world sport. Our purpose is to catalyse conversations which drive the industry forward by connecting the best people, sharing the best ideas and championing excellence all over the world. With physical and digital events taking place across 3 continents, as well as a series of workshops and networking opportunities, Leaders are the trusted source of insight, learning and inspiration for decision makers, on and off the field, in sport.

We are looking for someone who is ambitious, focused and proactive, with excellent negotiation skills to grow our performance membership base for the Leaders Performance Institute, a membership for leading sports practitioners working in elite sport that enables them to develop the diverse knowledge, skills and networks needed to win, and win more often. We seek someone who is curious, hard-working, creative and nimble.

The Role:

The Business Development Executive is responsible for driving new business and managing the renewal process for our existing members. Working closely with Sales, Account Management, Content and the Product teams, you will be tasked with growing our membership across the globe throughout the year through all types of business development activity.

Key Accountabilities

- ✦ To drive revenue through the acquisition and retention of Sport Performance Team Memberships, ensuring that all agreed targets are met or exceeded
- ✦ To work against weekly, monthly and annual KPIs in-line with the agreed reporting structure for sales across Leaders Group
- ✦ To become an expert in the performance space to leverage that knowledge to approach client calls in a consultative manner
- ✦ Provide regular market feedback to the Product, Content and Marketing teams to inform product development and marketing plans
- ✦ To build a solid deliverable pipeline of new business across Sport Performance products through all types of business development activity
- ✦ To ensure the prospect member database for Sport Performance is accurate and up-to-date at all times, in accordance with data protection law
- ✦ To follow all agreed sales processes, including managing the processes for eCommerce sales

Ideal Candidate

Instrumental to the success of Leaders, is the culture and we are looking for someone who meets the value of the organisation of collaboration, aspiration, energy, leadership and quality. The ideal candidate might not have all of the relevant experience, but will be able to demonstrate they aspire to the values.

The ideal candidate will have:

- ✦ 1-2 years new business or account management sales experience
- ✦ Excellent ability to consume knowledge and communicate it in a compelling way to others
- ✦ Experience of using CRM systems for sales processes
- ✦ A proven ability to prioritise own workload to ensure targets & KPI's are achieved
- ✦ Experience of creating high quality proposals to meet client objectives
- ✦ The ability to consistently approach multiple stakeholders across the year, and overcome objections to meet KPIs and targets
- ✦ The ability to build strong rapport with colleagues in multiple departments to ensure we are meeting multiple stakeholder needs
- ✦ The ability to complete tasks and projects with energy in line with the company values in a timely manner



- ✦ Good computer skills and knowledge of I.T. including Office packages, Word, Excel, PowerPoint, Access and Outlook
- ✦ A strong interest in sports is preferred

What we can offer you:

- ✦ A fast paced, dynamic environment where you will be exposed to all facets of a small-medium sized business
- ✦ Opportunity to have an impact immediately
- ✦ Flexible working
- ✦ An enhanced benefits package including;
 - Heavily subsidised gym membership
 - 26 days holiday per year + 1 additional for every 2 years' service
 - Simply Health membership
 - Cycle to work scheme
 - Interest free season travel ticket loan
- ✦ Global travel an option (in a post pandemic world!)
- ✦ Regular company socials, with a focus on supporting the wellbeing of staff throughout the year

If you are interested, please send your CV along with a tailored covering letter to careers@leadersinsport.com, before the window closes on Monday 31 January 2022.