



THINK LONDON JOB DESCRIPTION

Title

Director of Global Sales

Reporting

Reporting to the Chief Executive, Think London

Responsible for

Team of Sales Professionals covering specific geographies and/or sectors

Role

- To design and implement a sales strategy to maximise foreign direct investment for London
- To co-ordinate and effectively implement sales activities and programmes in line with the strategic objectives of the organisation
- To develop international business investment in London persuading potential investors to select the city as a business base over other competing destinations
- To develop a sales approach and the necessary skills of the staff team to positively influence the decisions of foreign investors in favour of London
- To drive sales culture and performance of staff based in overseas offices and in London
- To take full advantage of the FDI opportunities created by the 2012 Games to ensure that London gains optimal benefit as a result of them
- To monitor and report on sales activities and provide relevant management information
- To effectively manage and develop a team of professionals based in London and internationally
- To recruit, manage, train and motivate direct reporting staff
- To act as a mentor to the sales team in terms of best practice and to actively participate in the sales process for key accounts/contestable projects
- To provide strategic direction for Think London as a member of the leadership team and contribute to business planning in support of Think London's mission
- To manage strategic projects as necessary for the accomplishment of the organisation's goals
- To liaise with key stakeholders to drive the sales pipeline. Stakeholders include UKTI/FCO overseas offices, City of London, Commercial partners and other intermediaries eg. trade bodies

Key Activities:

Business Direction and Development

- Develop an effective sales strategy to maximise foreign direct investment (FDI) opportunities for London
- Develop and direct the implementation of the sales strategy to generate valuable business for London

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- Develop new sales leads and maintain existing investors through use of appropriate sales propositions, external lead generation agencies, sales processes and key account management
- Develop and direct in-market sales activity to maximise business development in these markets
- Visit potential customers to prospect for new business, negotiating and closing sales, gaining a clear understanding of customers businesses and requirements for expansion in London
- To actively use London's hosting of the 2012 Olympic & Parlympic Games as a sales hook to develop incremental FDI for London
- To lead, act as a spokesman and participate, as required, in Think London promotional events to raise the profile of London and generate leads
- Represent Think London on all sales issues at appropriate third party meetings
- To meet personal sales targets and ensure those of the sales team are met
- Ensure all sales activity is properly measured and reported on in required formats and in line with our reporting obligations
- Assist as required in raising sponsorship income or secondments from the private sector to support sales campaigns or the sales team

Leadership and Management

- As part of the Executive Team, to be responsible for running the organisation
- Contribute new ideas and strategies to the annual business planning and strategic direction setting as part of the leadership team
- Inspire, motivate, and effectively manage, develop and train a team of sales and business development professionals, both in the UK and overseas, to ensure an effective and productive sales force
- Present ideas and initiatives to the Board and influence thinking at Board level
- Lead the team in the project management of high profile contestable projects
- Manage, monitor and be accountable for a departmental and organisation-wide sales budget in an environment of public sector scrutiny
- Recruit and/or develop individuals to deliver an outstanding service for clients

Relationship Management

- Generate and leverage a network of private and public sector contacts relevant to inward investment, in both London and the geographic regions
- Develop and maintain an extensive 2012 network.

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- Promote Think London to and develop relationships with Think London's Commercial Partners and supporters
- Manage sales relationships with all stakeholders and partners including the LDA, City of London Corporation, the Sub Regional Partnerships, UK Trade & Investment (UKTI) , the Foreign & Commonwealth Office (FCO), other Development Agencies and any other appropriate body
- Select and Manage relationships with any third party agencies

Risk Management

- Ensure that all sales activity complies with all LDA risk management requirements
- Comply with UKTI's International Business Development Forum guidelines and fulfil Think London's reporting responsibilities with UKTI in the various markets and London regarding sales
- Contribute to Think London's quality objectives and the development of the organisation's quality management system

Person Profile

- A seasoned senior sales director with a track record of delivery in a consultative sales environment
- Ability to demonstrate genuine sales growth and development within an organisation together with success and experience of managing major accounts and customers
- Self driven, results oriented with a positive outlook and a clear focus on high quality delivery and outcomes
- Professional sales qualifications or equivalent experience
- Strong international sales/business development management background in a b2b solutions-led and consultative business sector
- Mature, credible and comfortable in dealing with senior executives from businesses ranging from MNC's to SME's
- Must be an excellent face to face and telephone communicator
- Strong interpersonal skills to manage a range of stakeholders including maintaining excellent relationships with key overseas investors
- Competent people manager with experience of managing remote international sales teams
- Ability to pick up issues quickly and adapt in a fast moving environment
- A background in/or strong understanding of at least one of our key sectors (Financial & Business Services, Information Communications & Technology (ICT), Creative Industries)
- IT literate - knowledge of Microsoft Word, Excel and Powerpoint and working with CRM databases an advantage
- Sufficiently mobile and flexible to travel periodically to international destinations
- Administratively self sufficient, hands-on with the ability to get stuck in at all levels

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