



THINK LONDON

Job Description

Role

Business Development Associate (BDA)

Reporting to

Senior Business Development Manager

Based

San Francisco

Context

Think London is the official foreign direct investment agency for London. We connect international businesses to London, helping them set up, succeed and grow. We are a not-for-profit, private-public partnership delivering expertise and advice to international businesses. Our service is completely free, comprehensive and confidential. Our experts work with government and the business community to help companies access the best people, places and opportunities in the city. Our website is www.thinklondon.com

Job Purpose

The primary function of this position is to source and develop business contacts into long term business relationships, as well as market London and our services to businesses through a wide range of media, including maintaining current and accurate data on our CRM system. The secondary function, though also important, is to provide administrative and sales support to the Senior Business Development Manager and Director, North America, including CRM maintenance support, expense processing, internal reporting, travel arrangements and general sales support as needed. The position participates in Think London events in market and in attending various conferences and external events as time and budget allow.

The key aspects of the role are:

Generating Leads

A major aspect of this role is to secure meetings for the San Francisco sales team. To achieve this, the BDA needs to identify appropriate targets then make contact engage and ideally to set up a meeting. These meetings will be for the Senior Business Development Manager or the Director, North America. Think London uses lead generation agencies, and also undertakes lead generation work in-house. The BDA will be responsible for dealing with the agencies on a day-to-day basis, ensuring that follow-up on leads is made. In addition, he/she will also be expected to generate his/her own leads through cold calling and other appropriate means such as informal networking and events. The BDA must have a methodical approach to lead generation to ensure that leads are followed up promptly/in a timely manner and relationships nurtured and maintained. The BDA also acts as a key interface to the UK Trade and Investment offices in San Francisco and Los Angeles by helping to coordinate joint



meetings and by helping to record and ensure proper follow through with the North America and Lite Touch teams in London.

Marketing – working with the London based Marketing Team, the BDA would provide input to marketing plans and be responsible for their implementation locally. This would include activities such as events, PR, targeted brochures, etc. The BDA would be expected to contribute ideas and use his/her local intelligence to give feedback on the appropriateness of marketing plans.

Sales – The BDA would be required to maintain the CRM system and produce management information sales and marketing activity.

Key Expertise, Skills and Qualities

Expertise:

- **Education:** Undergraduate or equivalent professional experience/qualification
- **Commercial/business development:** experience in a sales or marketing environment and comfortable working in a target driven business. Experience, comfort and enjoyment in telemarketing is critical to success
- **Lead Generation:** proven experience of generating leads through own efforts, cold calling
- **IT:** knowledge of internet, Microsoft Office, Word, Excel, Access and Powerpoint is necessary as is an understanding of CRM systems in general. Experience in CRM systems is a plus. General IT aptitude also a plus (i.e. pc's/printers etc)
- **Mobility:** whilst this job is based in San Francisco occasional travel elsewhere in North America and possibly to the UK may be necessary. Regional travel will be frequent in the Bay Area and occasional in the LA area. London travel may typically be once a year.

Skills/Marketing:

- **Sales:** must be willing and able to pick up the phone; demonstrates competent persuasive skills, opening doors and securing meetings. Proven experience in finding and converting leads.
- **Diplomacy:** politically aware, credible and confident when dealing with senior representatives of major companies, and other multiplier organisations (Trade Associations, Professional service firms); effective when operating at Board level; dealing with the British Consulate
- **Creative:** identifies new opportunities and acts on them; designs and delivers innovative solutions and processes; generates new ideas for the business and new 'routes to market';
- **Collaborative:** works as a pro active virtual team member, sharing information and experience; challenges and supports the wider team; provides regular feedback.
- **Adaptive:** willing and able to get involved with any aspect of the business responsive to changing demands and short notice requirements. Though not a start up, Think London is a lean organization that requires staff to work creatively within budget and within constraints
- **Analytical:** analyses situations and offers potential solutions; assesses feasibility of new ideas for the business and knows when to pull out of an opportunity that is going nowhere;
- **Resourceful:** prioritises multiple tasks and project manages effectively in a fast moving environment; copes well with virtual team working; retains focus in times of crisis;

Qualities



- **Energy:** takes a pro-active approach to providing services to others, understanding their needs and delivering; a self-starter; motivates and energises others
- **Flexibility:** self starter; adapts to a rapidly changing environment; copes well with the unexpected; takes pragmatic not perfectionist approach to getting things done;
- **Charm:** makes a positive impact on others; communicates with passion; convinces others
- **Vision:** sees the bigger picture; identifies long term implications; anticipates potential risks;
- **Passion:** has passion for London and all it has to offer
- **Ambition:** drive to succeed; to meet targets and exceed them; relishes new challenges
- **Mature:** able to work independently, frequently on your own given the nature of the work. We are frequently travelling to meet clients and thus the successful candidate will need to be able to be self-motivating, though teamwork is a key part of our culture.

Candidate Profile Summary

The candidate for this position will have proven sales, marketing and lead generation background in a business to business environment. They will have some international business experience with an awareness of the challenges and issues faced by North American companies as they set up operations overseas. A knowledge of London is desirable but not essential, though the desire to learn is critical. Some knowledge of Spanish may also be useful.