

LONDON CHAMBER OF COMMERCE AND INDUSTRY

JOB DESCRIPTION

Job Title:	Campaigns Manager
Reporting to:	Head of Community and Member Relationships
Team:	Membership and Events
Contract:	Maternity Cover 12 Month Fixed Term

About London Chamber of Commerce and Industry

London Chamber of Commerce and Industry (LCCI) is London's key hub for the business community, we support members' businesses through a range of services, advocate on behalf of London's business community in the most important forums of policy debate, and promote 'Global London' as the best city in the world to do business – whether that's to trade, invest, learn, or find new commercial partners.

We work to accelerate the growth of our members by providing valuable support, facilitating new business connections, and leveraging our network to generate greater shared prosperity for London.

Purpose of the Role

Reporting to the Head of Community and Member Relationships, the Campaigns Manager will manage and coordinate campaigns aimed at growing the LCCI business community as well as retaining existing members.

Key responsibilities

- Campaign development and coordination – for membership recruitment and engagement
- Develop and lead on campaigns to maximise trade up opportunities for London Chamber Community Network (LCCN) participants to paid for membership
- Develop and manage strategies to explore new campaign opportunities for LCCI, including but not limited to:
 - E Mail
 - LinkedIn (standard and use of Sales Navigator)
 - Other social media (including paid ads)
 - LCCI app and website
 - Events
- Explore and deliver a plan for use of entertaining content including videos in membership recruitment and engagement campaigns
- Identify and manage event partnerships to aid membership recruitment and engagement, in collaboration with the Head of Partnerships
- Support London Chamber Community Growth – including identifying and engaging with potential reciprocal memberships to develop the network
- Develop and lead on campaigns to re-engage with former LCCI members and coordinate follow up accordingly
- Identify new market opportunities; including trade shows and other channels
- Develop and lead on the team's use of CRM to manage the leads to opportunities process and sales journey
- Market analysis upon request
- Attend meetings, trade show sand events when required

- Campaign reporting via CRM and Excel
- Other ad hoc tasks upon request

Person Specification

Required Competencies and Skills

- Experience in a Sales Marketing role
- Strong written communication skills with the ability to win new customers
- Ability to build sectoral and special interest and knowledge and keep abreast of issues and trends
- Passion for trying and using new methods to win new clients
- Track record of designing and implementing successful sales campaigns
- Commercial awareness with strong persuasion and negotiation skills
- Numerate with financial awareness
- Strong networking and relationship skills, ability to communicate at all levels
- Excellent interpersonal, verbal, written and telephone communication skills
- Ability to adapt creatively to stakeholder and customer needs
- Strong and collaborative influencer, able to operate effectively at all levels
- Team player, also able to work independently with high levels of personal drive
- Highly performance and target oriented with a focus on continuous improvement
- Highly organised, able to prioritise and effective administration
- Lead and data management
- Proven ability to deliver against or exceed targets
- Willing to attend events and trade shows out of hours
- Proficient with eComms platforms, Microsoft Office and CRM databases

Desirable

- Prior experience with Dot Digital, Microsoft Dynamics 365 and LinkedIn Sales Navigator
- Good Understanding of London and its business community
- Understanding of the Chamber environment and movement

General responsibilities

- Playing an active part in team meetings, staff meetings and other internal communication
- Representing the membership team and dealing with general requests where necessary
- Keeping up to date with all LCCI activities, services and initiatives through regular liaison with other teams and use of the LCCI Intranet
- Presenting an efficient, professional, and positive image of LCCI
- Observing the Chamber's quality standards and contributing to their improvement
- Following all LCCI policies and procedures accurately and in good time
- Any other tasks as allocated by the Head of Membership and Community Relationships or his designate, as appropriate to the seniority of the role