



Corporate Services Manager, Asia House

Asia House is a centre of expertise on Asia. We drive economic and political engagement between Europe and Asia by providing a forum for international decision-makers, business leaders and opinion formers to engage in high-level discussions that direct business and political strategies. We are the leading pan-Asian organisation in the UK, having built our reputation on our extensive network, our objectivity and our independence.

This is a key sales role. The successful candidate will be expected to market and sell the range of services Asia House offers, including advisory/research services, membership, sponsorship of events and publications, event production and advertorials/sponsored content. The successful candidate will have clear sales objectives. He/she must have the ability to assess what mix of services a potential client requires and must be able to present coherent and well-structured sales pitches to senior corporate figures.

The successful candidate will drive Asia House efforts to increase commercial engagement from corporate entities – the organisation's key revenue stream. Through rigorous research and working closely with the existing Business & Policy Programme team, the Corporate Services Manager will identify potential new clients based on their interests in Asian business, economics, policy and politics. In addition, the manager will look at Asia-based companies with interests in the UK and Europe where Asia House can provide valuable services to support their commercial activities.

The Corporate Services Manager will be expected to make contact with potential new clients and explain the benefits of taking up membership and/or a package of services with Asia House. Identifying key decision-makers in target firms will be a key factor for success, along with arranging meetings for themselves or senior colleagues to engage and make sales. Working closely with the CEO and Director of Corporate Affairs, the post-holder will be the main driver for new business relationships.

The successful candidate will have a significant and demonstrable track record in sales and most likely also experience of marketing or business to business communications. He/she needs to grasp the value proposition of Asia House, the diverse needs within the corporate sector and have a keen sense of companies and industries where Asia House can provide commercially viable services. This is a hands-on role for a high performance sales-person with excellent communications skills, ideally also with knowledge and understanding of Asia, corporate and public affairs, global politics and macroeconomics.

Job Description

Job Title: Corporate Services Manager
Contract Type: Full-Time Permanent
Probationary Period: 3 Months
Reports to: Director of Corporate Affairs
Other Relationships: CEO, Members of the Business & Policy Team
Purpose: To increase revenue through sales of corporate services against agreed targets.

Key Responsibilities

- Conducting research on prospective member and clients with a view to securing sales
- Support the Director of Corporate Affairs in the management of all corporate accounts, with a view to retaining and increasing revenue from existing sources
- Developing long-term institutional relationships with major multinational companies and supporting them in engaging with the Asia House Business & Policy Programme
- Working with the communications team and design and marketing agencies to develop appropriate materials and collateral which effectively reflect the value and benefits of Asia House corporate services
- Seeking to enhance the Asia House corporate network by representing the organisation at events and networking opportunities, with a view to generating new business
- Identifying and developing benefits that are most likely to encourage firms to sign up for services with Asia House
- Examining opportunities for marketing Asia House corporate services more widely to the business community, participating in PR campaigns and media relations in order to raise the profile of Asia House and increasing awareness of options for corporate services
- In close cooperation with the CEO and Director of Corporate Affairs, initiating regular contact with prospective corporate clients and ensuring their feedback and interests are incorporated into programme planning
- Assisting with the development of event and publication sponsorship opportunities, and identifying prospective corporate clients to approach
- Recruiting and managing interns to work on corporate relations
- Accurately recording and managing data on corporate contacts and organisations

Skills and Experience

Essential

- A minimum of five years' experience in a business-to-business sales role
- Experience maintaining client relations
- Experience developing marketing material and sales pitches
- Strong inter-personal skills with the ability to work with individuals at all levels within the corporate sector
- High levels of determination and the proven ability to achieve objectives under own initiative
- Significant achievements in business development or sales role, demonstrating a high level of commercial acumen
- Success working with print and digital materials to engage business audiences
- Proficient IT skills, including Microsoft Word, Excel and Outlook
- Educated to degree level
- Empathy with the mission and values of Asia House

Desirable

- A successful track record in sponsorship sales
- Success in a marketing or communications role
- Event production experience
- Educated to postgraduate level
- Knowledge of one or more Asian languages
- An interest in Asia and Asian culture and current affairs

Remuneration Package

- Salary: Commensurate with experience
- Annual Leave: 22 days + Bank Holidays
- Life Insurance
- Pension
- Private Medical Insurance

How to Apply

Please send a cover letter, detailing salary expectation, and your CV to recruitment@asiahouse.co.uk by close of play on Monday 25 April.