

Account Manager

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Recruiter	NEW LONDON ARCHITECTURE
Location	Central London
Salary	£30,000 plus commission (OTE £36 - 42k)
Posted	14 Oct 2015
Closes	14 Nov 2015
Ref	AccManNov15
Industry	Construction, Housing, Architecture & design, Business development, Development, Strategy & policy, Marketing & PR, Conferences & events, PR
Job Function	Marketing/PR
Job Level	Experienced (non manager)
Hours	Full Time
Contract	Permanent
Listing Type	Job vacancy

NLA is looking for an Account Manager to take on responsibility for managing NLA's relationship with a variety of existing members and securing new members from across property, architecture, planning and construction in London.

This is an exceptionally varied and interesting role where you will have the opportunity to help shape the NLA programme through the active management of your accounts.

The Role

You will be working in a team of 3 Account Managers, reporting to the Account Director and be responsible for researching and initiating new business from within your sector and renewing all your accounts annually. You will be targeted on a combination of renewals, new business and upsell from within your accounts.

You will be working closely with members to identify their priorities and ensure they maximize their benefits and get the most from the NLA programme. As well as placing speakers across our conferences and events, you will also have the opportunity to initiate editorial ideas for our magazine, New London Quarterly, collate invitation lists for round-table discussions and instigate new ideas for events. You will work alongside the Programme and Events teams to feed in ideas and ensure that members are represented across all aspects of the programme.

You will also be responsible for securing sponsorship against specific elements of the NLA programme such as Insight Studies and the New London Awards.

Through building relationships with your key contacts and developing expert knowledge of your sector, you will identify opportunities to upgrade and grow accounts so they can benefit from additional profiling or networking opportunities. These might include:

- Co-hosting a round table discussion
- Hosting a members' networking drinks reception at a relevant London venue.
- An exhibition and private view to celebrate key project or milestone.
- Sponsorship of a series of NLA events to position an organisation against a particular topic.
- Advertise in New London Quarterly magazine.
- Sponsorship of New London Awards.

You will have the opportunity to widen your knowledge and learn about all aspects of London's built environment through attending NLA events and regularly meeting and networking with key people in the industry.

What we are looking for

We are looking for someone who is confident in a client-facing role as you will be dealing with people at a senior level from across a number of high-profile organisations. The role may suit someone from a PR or sales background as a combination of creative thinking and a commercial approach is required.

Experience

- Proven track record in sales or account management
- Knowledge or experience in architecture, construction, planning or development
- Experience with Salesforce would be an advantage

Skills

- Personable, confident and outgoing with excellent face-to-face and written communication skills
- Ambitious and target-driven with strong commercial acumen
- Ability to prioritise and juggle a varied and sometimes heavy workload
- Confident working with a high degree of autonomy
- Comfortable networking and happy to regularly attend industry events
- Willing to undertake ad hoc tasks associated with working in a small team
- Friendly, sociable and enthusiastic!

Environment

NLA is an independent forum for discussion, debate and information about architecture, planning, development and construction in the capital. The core mission of NLA is to bring people together to shape a better city.

We create and deliver a busy year-round programme of events, research and exhibitions and examine all the issues affecting London's built environment, attracting all those with a stake in the future of the city: politicians, developers, professionals and the public.

This is a rare opportunity to join the NLA team at a time when we are growing so there is real opportunity for progression. We are a small, hard-working and sociable team based in central London, in offices immediately above our exhibition galleries at The Building Centre, where our giant interactive model of central London is open and free to visit six days a week.

Responsibilities

- Management of NLA's relationship with all members from within your allocated sectors to ensure annual renewals and to secure upgrade opportunities
- Researching new business opportunities and securing new members with the support of targeted marketing campaigns
- Scheduling, attending and following up on regular meetings with members to discuss programme opportunities, benefits and sponsorship opportunities
- Negotiation of membership renewals including preparation of annual appraisals and renewal contracts
- Attending weekly meetings with Accounts team to update on progress and establish priorities for meeting targets
- Attending weekly meetings with Programming team to feed in membership agendas and requirements
- Logging & responding to speaker requests and programme suggestions
- Co-ordination of individual event and exhibition sponsors, including collation of sponsor material and pre-event liaison
- Preparing and sending regular 'Member Update' emails
- Attending monthly New London Quarterly editorial meetings to log Partner and Programme Sponsor suggestions, initiate editorial ideas and ensure follow-up
- Scheduling and collating New London Quarterly adverts • Handling all ad hoc enquiries from members
- Ad hoc support in delivery of member and sponsor benefits including preparation of member invitation lists
- Attending evening events including member events and NLA Nights networking receptions

Holiday 31 days per year including Bank Holidays and three days between Christmas and New Year.

Your normal working week is 40 hours, Monday to Friday.

To apply, please send your CV and a covering letter to Danielle Rowland, HR Director by Friday 13 November 2015 via the apply button.

Supporting documents

 Job supporting document

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