

Audience Business Development Executive

We are looking for a Business Development Executive to join our vibrant, high growth data and events business in Central London. TMT Finance provides business intelligence, analysis and high-end conferences for senior executives in finance and investment in Digital Infrastructure.

This role is a fantastic opportunity for someone with the relevant experience, great communication skills and attention to detail to join our team and further develop their experience on a variety of events in an exciting environment. Working alongside a senior executive and reporting into the Events Commercial Director, you will be generating revenues of £2.5million, which includes three annual live conferences (Singapore, New York and London), three Awards Dinners and a programme of digital content including webinars and podcasts. The role will focus on delegate acquisition and growth, selling high level delegate packages, alongside the sponsorship and digital partnerships team to our global senior executive community.

This role would suit someone who has gained experience working on conferences but would like to take the next step and develop new skills that will accelerate their career in high-end event and digital sales. Internal development and progression are key to our success and, as we scale up our existing events and launch new, you can look forward to further opportunities in our events team including moving into sponsorship or helping create and build our delegate sales team.

KEY RESPONSIBILITIES

- Meet and exceed weekly, monthly and annual delegate revenue targets across your portfolio
- Develop an expertise on the agendas and issues of interest to prospective delegates and improve conversion rates
- Call and engage with prospective delegates, providing a clear articulation of our event proposition and obtaining new paid registrations
- Engage with existing clients via phone or email in order to develop lasting relationships
- Work with the sponsorship team to develop leads and develop sponsorship sales as part of your role and progression
- Work with the marketing team to maximise engagement and nominations for our award ceremonies
- Achieve weekly and monthly KPIs including call time and dial-outs, set by the Event Director
- Proactively generate new leads to call, working collaboratively with research counterparts
- Attend weekly team meetings, giving an overview of current event/conference delegate registrations progress
- Daily management and maintenance of the CRM system (Salesforce) ensuring sales activity is recorded
- Provide feedback to wider TMT Finance teams on conference campaigns, communicating challenges and offering solutions
- Liaise with the Heads of Marketing and Subscription Sales to ensure sufficient leads and help refine research to improve targeting

- Attend project and marketing meetings
- Liaise with the conference production and marketing team to develop an understanding of the event programme, theme and audience profiles
- Provide weekly reports and forecasts as required

REQUIRED SKILLS & EXPERIENCE

- Experience creating revenue streams within a commercial events business through sales
- Ability to work within a dynamic and fast-moving international business
- Proven ability to deliver new business against performance-related targets
- Developing relationships and upselling to a large set of rebook accounts
- Experience of dealing with senior-level management internally and externally
- Understanding of wider industry segment business issues and ability to converse credibly with clients on a range of business topics
- Task and time management proficiency

DESIRABLE EXPERIENCE

Prior experience in events/delegate sales or business development experience at a media owner or events organisation.

WHY JOIN US

At TMT Finance, our intelligence powers investment shaping the future of digital infrastructure. We're a fast-growing, high-performance business where people take real ownership and deliver meaningful impact from early on.

We combine the ambition of a high growth business with the support of a close-knit team. Collaboration, curiosity and high standards define how we work, and we give our people the space to contribute ideas, build expertise and grow their careers.

Alongside this, we offer a competitive salary, performance-based bonus, 25 days annual leave plus your birthday off, and hybrid working Tuesday to Thursday in our characterful Shad Thames office. Just a short stroll from London Bridge, it's a warm, social space where people genuinely enjoy working together.

We recognise high performance, support wellbeing, and are committed to giving back through profit-linked charitable donations, paid volunteering and opportunities to work with partner charities.

You can find our full range of benefits on our careers page:
www.tmtfinance.com/about-us/careers

ABOUT TMT FINANCE

TMT Finance launched in 2009 with a mission to support the growth of digital infrastructure powering the connected world. We combine intelligence, data, and global networks to help executives make smarter, faster strategic decisions. Today, we are the leading global business intelligence platform for digital infrastructure, trusted by dealmakers and senior executives worldwide.

Our subscribers include the world's leading investment banks, private equity firms, telecom and data centre operators, tower companies, cloud, fibre networks, and financial advisors worldwide. We are a fast-growing company with 40%+ annual growth over the past five years,

ambitious global expansion plans, and investment into product, data, and content innovation. We are scaling from 75 to 100+ employees.

TMT Finance welcomes applications from everyone regardless of age, gender, ethnicity, sexual orientation, faith, or disability. All appointments will be based on merit and a fair and transparent process.

HOW TO APPLY

Please send your CV and a short cover letter outlining your relevant experience and why you would be a great fit for this role to duncan.siegle@tmtfinance.com with “Audience Business Development Executive Application” in the subject line.