

Corporate Development Officer

Job Description

February 2012

Purpose of the Role

To provide direct support to the Corporate Relations Manager in the marketing and development of Chatham House's corporate membership programme, as well as associated projects and strategies.

Reporting Line

Reporting to the Corporate Relations Manager and working within the Chatham House Membership team.

Duties and Responsibilities

Membership

- Account manage Standard Corporate Members
- Proactively work to upgrade Standard Corporate Members to Major Corporate Members and Partners
- To carry out research and produce profiles on corporate members and corporate targets on a pro-active basis
- To work closely with the Corporate Relations Manager on identifying major corporate members and partners who hold the potential to work closer with the institute on a number of different levels, including research and philanthropic funding, as well as events-driven sponsorship e.g. Chatham House conferences and the Chatham House Prize
- Lead on undertaking due diligence of prospective members to ensure there are no ethical or substantive issues – either with the institute itself or relevant research programmes – around potential collaboration
- To assist colleagues in maintaining and developing a database that provides essential information on corporate members in addition to businesses, Foundations and individual targets
- To research potential 'membership intermediaries' who may provide routes to prospective members
- To ensure Chatham House has achieved full coverage over time of prospective Embassies, NGOs, High Commissions, FTSE 350 and Academic Institution audiences

General Marketing

- To identify new membership development opportunities and help define and implement appropriate marketing strategies for increasing corporate membership

- To gain sufficient market knowledge – particularly as it pertains to the corporate sector – to engage in the on-going debate about how Chatham House might best segment its potential membership audience, and to maximise opportunities arising from trends within each sector
- To work with the Corporate Relations Manager on identifying commercial sectors where Chatham House is under-represented yet is aligned on a content output basis, and to devise strategies around how corporate membership might re-dress this imbalance

Events

- To be on hand at members and corporate events to assist with logistics and hosting
- To work with colleagues on devising strategies on converting non-members attending Chatham House events into individual or corporate members. This will involve close liaison with Members Events and the Conference Unit

Other Duties

- To carry out any other tasks that may from time to time be assigned by senior colleagues, including the Commercial Director and Director

Person Specification

- Demonstrable knowledge and sound understanding of the corporate and non-profit sectors
- Significant account management / handling experience combined with a desire to exceed realistic business development targets
- Excellent communication and presentation skills, both written and verbal, with the ability to liaise confidently and diplomatically externally and internally at all levels
- A strong interest in International Affairs and the work of Chatham House
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- Excellent time management skills, with the ability to juggle a wide range of competing demands, and deliver to deadlines
- Effective negotiation and influencing skills with the ability to assimilate and explain detail whilst also understanding broader picture considerations
- Database experience