

Job Description: Associate Business Development

1. Company Description

The International Capital Market Association (ICMA) is the only trade association to grow up alongside the development of the cross-border capital markets. Not linked to any one national market, ICMA has promoted the development of efficient global capital markets for close to 50 years. ICMA's code of industry-driven rules and recommendations is followed by its members and sets the recognised standard for best practice in the primary, secondary and repo markets for international fixed income and related instruments.

While based in Europe, ICMA has also been developing its international connections through MoUs and affiliations with other trade and self-regulatory bodies including: SCA in UAE, NSMA in Russia, NAFMII in China, JSDA in Japan, ANBIMA in Brazil; and by membership of international bodies such as ICSA and IOSCO/SROCC.

ICMA has offices in Zurich, London, Paris and Hong-Kong. More information about the association can be found on our website: www.icmagroup.org.

ICMA promotes the development and efficient functioning of the global capital markets through:

- **Development and maintenance of high standards of market practice**
- **Fostering appropriate levels of regulation**
- **Educating market participants and others through training and research**
- **Facilitating communication and establishing information forums**

ICMA has **472 members in 55 countries**. ICMA's members include the institutions active on the international capital markets:

- **Full members: entities which actively deal in securities in the international capital market:**
 - o **Issuers:** both financial and corporates as well as sovereigns, supranationals and agencies
 - o **Intermediaries:** both banks and brokers of all size
 - o **Investors:** asset and fund managers, insurance and reinsurance investors, private banks, hedge funds, sovereign wealth funds, etc.
- **Associate members: Organisations which do not qualify as full members but which have an important role in the international capital market**
 - o Central banks and national debt management offices/treasuries – these fall in this category to avoid any potential conflict of interest as they are taking part in the policy making of their respective countries
 - o Law firms, stock exchanges and trading platforms, clearing and depositaries, infrastructure providers, credit rating agencies, etc.

2. Job Description

a. Description of the Department and Operations

The post of Associate Business Development, reports to the Director, Head of Business Development, Membership and is part of the Corporate Communication department.

This busy department consists of:

- The Head of Membership and Corporate Communications,
- The Deputy Head of Corporate Communications,
- The Director, Head of Business Development, Membership and an Associate Business Development (post for which we are recruiting here),
- The Director, Head of Business Development, Executive Education and an Associate Business Development,
- The Head of Events and two Events Executives,
- An Associate, Website and Technology
- The Director of Membership Administration and two Associates, and
- The Director of Asia Pacific and two Associates.

Responsibilities for particular projects will be clearly defined within the team but there will frequently be a need for an adaptable and flexible approach, with each member assisting the other as and when required. The Corporate Communications and Membership teams work closely on projects with a number of departments within ICMA, including the office of the Chief Executive in Zurich, Market Practice & Regulatory Policy and Legal Departments.

The post-holder is employed by ICMA's UK subsidiary, ICMA Limited, but is responsible for promoting ICMA and its services as a whole. References to "ICMA" in this document should therefore be construed as covering the entire Association.

Associate Business Development will be responsible for assisting in cultivating the relationship with existing members as well as in increasing and expanding the membership base. The post holder will bring experience, expertise and new ideas to the post and provide all-round sales and research skills in support of the Director of Business Development. The post holder will work closely with the Business Development Director to increase the number of ICMA members globally.

b. Job Content

The role of the Associate Business Development consists of the following:

- Research to identify potential members and classes of members in different regions and assist the Head of Business Development to achieve annual sales targets by:
 - o Preparing league tables
 - o Running gap analysis
 - o Identifying key contacts in the organisations and sourcing their contact details
 - o Updating the CRM with contacts
 - o Making presentations on ICMA to high level representatives of the international securities markets within potential member firms globally both over the phone and face to face meetings.
- Support the retention of existing members by:
 - o Addressing all their queries, requirements
 - o Bringing a greater understanding of ICMA's services to the membership
 - o Visiting members to make sure they get the best value for their membership and develop their loyalty to the association
- Organise meetings for Head of Business Development and/or Chief Executive by:
 - o Organising business trips to visit prospects and members
 - o Organising meetings with top representatives of firms globally at the IMF/World Bank Annual Meetings
 - o Assisting with the draft of the minutes of meetings and logging them in the CRM
 - o Following up on meetings with necessary information on products and services
- Assist in developing ICMA's corporate communication and marketing strategy by:
 - o Writing, editing and publishing content on social media and industry media like Bloomberg
 - o Identifying relevant industry events for ICMA to attend
 - o Representing ICMA at conferences and exhibitions
 - o Assisting the Events team both in logistics and administration of events
- Attend conferences, exhibitions and events (both in UK and the EMEA zone) to:
 - o Represent ICMA and build brand awareness
 - o Present ICMA's services (both membership and executive education) to potential members
 - o Collect contact details of prospects
- Perform any other duties as reasonably required by the Head of Membership and Corporate Communications

The Associate Business Development may have to work outside office hours when necessary and, very occasionally, at weekends. The role may also include travel from time to time.

c. Key Skills

The Associate Business Development in the Membership and Corporate Communications department should have the following key skills:

- Professional

- Excellent computer skills and full working knowledge of Microsoft Office, particularly Excel, and Adobe Acrobat is essential
- Experience of researching and qualifying sales leads
- Experience in face to face and/or telephone sales
- Experience in the international debt capital markets, ideally in the emerging markets
- Experience in marketing membership or solutions to high level individuals in financial services

- Personal

- Flexibility to work within a small busy team and maintain good working relationships
- Excellent and confident communication skills, both verbal and written
- Good organisational capabilities and an eye for detail
- The ability to tackle unforeseen tasks and events calmly
- An outgoing and confident personality
- Fluent in at least one or two other languages