Job Description – Membership Relationship Manager / Sales Executive

1. The company

The International Capital Market Association (ICMA) is a not-for-profit membership association aiming to promote well-functioning cross-border bond markets, which are essential to fund sustainable economic growth. It has offices in Zurich, London, Paris, Brussels, and Hong-Kong.

ICMA membership, which encompasses over 600 members over more than 60 jurisdictions, is composed of private and public sector issuers, central banks, banks and securities houses, investors, capital market infrastructure providers and law firms.

Having such a wide and varied membership has allowed ICMA to set up industry-driven standards of best practice in the fixed income markets, prioritising three core fixed income market areas: primary, secondary, repo and collateral, with sustainable finance and FinTech and digitalisation being transversal. ICMA also works with regulatory and governmental authorities on behalf of members, helping to ensure that financial regulation supports stable and efficient capital markets.

2. The position
   a. Which team will you join?

The post of Membership Relationship Manager / Sales Executive reports to the Senior Director, Head of Business Development, Membership and is part of the Corporate Communications department.

This Corporate Communications and Membership department consists of:
   - The MD, Head of Membership and Corporate Communications and Education

   - The Events and Communications team:
     o The Senior Director, Head of Press and Communications
       ▪ The Senior Director, Head of Events, managing two Associates
       ▪ The Director, Website and Technology
       ▪ The Associate, Website and Technology

   - The Membership team:
     o The Senior Director, Head of Membership Retention, managing three Associates
     o The Senior Director, Head of Business Development, managing two Associates

   - The Education team:
     o The Director, Education, managing 3 Associates

   - The Director, Communications (secondment until end of 2022)
b. What will you be doing?

The post-holder is employed by ICMA’s U.K. subsidiary, ICMA Limited, and based in London. However, he/she will be 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.

The role of the Membership Relationship Manager / Sales Executive consists of the following:

- **Relationship management**
  - Managing ICMA membership in the UK and Americas regions
    - Engaging regularly with the members to ensure that they are getting the best out of their membership, involving the relevant colleagues as necessary
    - Running regular analysis of the membership to prioritise the reach out to members and identify those at risk
    - Understanding the members’ needs and challenges and identify the relevant benefits of membership available to address them
    - Identifying and reaching out to the different stakeholders in member firms about market practice and regulatory work
    - Encourage the members to participate to the initiatives relevant to their activities
  
  - Reporting
    - Keeping the CRM up to date
    - Work closely with the membership team based in Zurich
    - Providing regular reports on membership reach out, including on members at risk
    - Sharing relevant feedback with colleagues in all the relevant departments and locations

- **Support ICMA membership in other areas**

- **Sales**
  - Supporting with the Head of Business development on the sales strategy and its execution
    - Conducting market research to identify potential members in different markets – league tables, gap analysis, key contacts search, etc
    - Preparing overviews and market research for meetings with prospects
    - Assisting with the organisation of business trips/meetings
    - Presenting ICMA’s services during meetings with prospective members
    - Following up on meetings
    - Organising meetings for the CEO at the IMF/World Bank Annual Meetings

  - Cross-selling
    - Generating leads and making introductions to the Education team whenever possible
    - Selling the sponsoring for ICMA’s events to members

  - Attend conferences and market events:
    - Representing ICMA and build brand awareness
    - Selling ICMA’s services to (potential) members
    - Collecting contact details of prospects
The Associate Account Manager may have to work outside office hours when necessary. The role may also include occasional travel from time to time.

c. What are we looking for?

The Membership Relationship Manager / Sales Executive should have the following key skills:

- **Professional skills**
  - 3-5 years’ minimum experience as relationship management, ideally in financial services
  - Excellent computer skills and full working knowledge of Microsoft Office product suite
  - Experience and good knowledge of the international debt capital markets – ideally
  - Interest in the capital markets’ regulations and market practices
  - Fluency in another language in addition to English would be beneficial

- **Personal skills**
  - Strong work and personal ethics
  - Ability to work in a fast paced and sometimes stressful environment and still tackle unforeseen tasks and events calmly
  - Self-motivated and able to work on projects with minimal supervision
  - Good organisational capabilities with ability to multitask and prioritize
  - Excellent and confident presentation communication skills, both verbal and written, with attention to detail
  - Team player with an outgoing and confident personality
  - Fast learner