



Corporate Services Manager, Asia House

Asia House is a centre of expertise on Asia. We drive economic and political engagement between Europe and Asia by providing a forum for international decision-makers, business leaders and opinion formers to engage in high-level discussions that direct business and political strategies. We are the leading pan-Asian organisation in the UK, having built our reputation on our extensive network, our objectivity and our independence.

We are seeking a Corporate Services Manager to join our Business & Policy team. This is a key role to generate content and increase revenue from corporate services.

The main objective of the role is to develop new business and generate revenue from the suite of Asia House services, including advisory, membership, and sponsorship of conferences and/or publications. This will require identifying and contacting potential clients; developing a tailored package of services to meet their needs; and delivering or supporting the delivering of the content and services.

The Corporate Services Manager will take the lead on business development in conjunction with the Corporate Affairs Director. This will also require supporting the team in their sales efforts with well-written proposals and marketing material.

It will be essential for the post holder to understand both the range and strengths of the Asia House offering, as well as the commercial interests and aspirations of prospects. He/she will need to work closely with the colleagues in the Business & Policy Team to develop the content and services around the needs of existing and prospective clients. He/she will be required to assess what mix of services potential clients require and present coherent and well-structured sales pitches to senior corporate figures.

The successful candidate will have a significant and demonstrable track record in content/conference development, including income generation through sponsorship. Experience of marketing or business to business communications will be highly desirable. He/she needs to grasp the value proposition of Asia House, the diverse needs within the corporate sector and have a keen sense of companies and industries where Asia House can provide commercially viable services. This is a hands-on role for a high performance professional with excellent communications skills, and knowledge of business and policy in Asia, corporate and public affairs, global politics and macroeconomics.

Job Title: Corporate Services Manager
Contract Type: Full-Time Permanent
Probationary Period: 3 Months
Reports to: Director of Corporate Affairs
Other Relationships: CEO, Members of the Business & Policy Team
Purpose: To develop content and increase revenue from corporate services against agreed targets.

Key Responsibilities

- Develop new business: Generate revenue from the suite of Asia House services, including advisory, membership, sponsorship of conferences and/or publications.
- Provide well-written proposals and marketing material and present them to senior corporate figures
- Conduct research on prospective member and clients with a view to securing sales
- Support the Director of Corporate Affairs in the management of all corporate accounts, with a view to retaining and increasing revenue from existing sources
- Develop long-term institutional relationships with major multinational companies and support them in engaging with the Asia House Business & Policy Programme
- Design a range of conferences, events and publications for sponsorship, tailored to the interests of companies in the pipeline of prospects
- Develop tailored packages of services to meet the needs of corporate clients and members, following through to deliver on service agreements
- Deliver advisory services as required; where necessary, source information and contacts from the Asia House network and beyond to facilitate the advisory service, working with colleagues to ensure bespoke research is delivered in a timely manner.
- Seek to enhance the Asia House corporate network by representing the organisation at events and networking opportunities, with a view to generating new business
- Examine opportunities for marketing Asia House corporate services more widely to the business community, participating in PR campaigns and media relations in order to raise the profile of Asia House and increasing awareness of options for corporate services

Skills and Experience

Essential

- A minimum of five years' experience in a business-to-business engagement role
- Significant achievements in business development or sales role, demonstrating a high level of commercial acumen
- Experience of developing content for business conferences and publications
- Experience maintaining client relations
- Experience developing marketing material and sales pitches
- Strong inter-personal skills with the ability to work with individuals at all levels within the corporate sector
- Success working with print and digital materials to engage business audiences
- Proficient IT skills, including Microsoft Word, Excel and Outlook
- Educated to degree level
- Empathy with the mission and values of Asia House

Desirable

- A successful track record in sponsorship sales
- Experience delivering advisory services to corporate clients
- Success in a marketing or communications role
- Event production experience
- Educated to postgraduate level
- Knowledge of one or more Asian languages
- An interest in Asia and Asian culture and current affairs

Remuneration Package

- Salary: Commensurate with experience
- Annual Leave: 22 days + Bank Holidays
- Life Insurance
- Pension
- Private Medical Insurance

How to Apply

Please send a cover letter, detailing salary expectation, and your CV to recruitment@asiahouse.co.uk by 9am on Monday 4 July.