

## 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

**d. 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