

BUSINESS-LED. PEER-POWERED COMMUNITY.



## Job Description

### Community Development Executive

**Company Name:** Fin.Tech Marketing Community

**Website:** [www.fintechmarketingcommunity.com](http://www.fintechmarketingcommunity.com)

#### Company Description:

The Fin.Tech Marketing Community is a start-up, fast growing, award-winning, global, peer-powered network that unites business and marketing leaders across B2B and B2C in financial services and technology. Our all-in-one comprehensive platform empowers members to expand their professional networks, share insights and best practices, access top-tier training and coaching, and accelerate career growth through a dynamic mentoring program.

Additionally, our Flagship Conference, Global Awards, Business Matchmaking and Fin.Tech Marketing Connect programmes enable members to engage with leading marketing solution providers, fostering strategic partnerships, driving meaningful collaborations, and unlocking new growth opportunities.

Through our community platform, members gain exclusive access to discussions and insights on client acquisition, growth, retention, and go-to-market strategies and planning, helping them stay ahead in a rapidly evolving market.

With thousands of members across 100+ countries, over 80% are senior C-suite decision-makers from financial services including banks, broker dealers, and technology firms, including FinTech, WealthTech, RegTech, InsurTech, PayTech, Crypto, Capital Markets, Trading, Embed and Open Finance, Buy-Side and Sell-Side firms.

**Job title:** Community Development Executive

**Days:** 5 days a week (9:00 am – 6:00 pm); UK time

**Role:** Full Time

**Location:** London ; Hybrid

**Report to:** Head of Commercial and Partnership

**Salary:** Attractive (based on experience) + Performance Bonus

**The Role: Your Career Path**

This is a high-growth role for a professional who has mastered the fundamentals of outbound sales and is ready to take on closing responsibilities in a sophisticated, consultative environment.

- Phase 1 (Months 1-3): Focus on building high-value pipelines- prospecting, strategic list building, and securing qualified discovery meetings with senior stakeholders.
- Phase 2 (Post-Probation): Upon successful completion of your 3-month probation, you will progress to closing SME deals independently, managing the full sales cycle from initial lead to signed agreement.

## What will you do?

### Prospecting & Lead Generation

- Identify and research high-value business opportunities using LinkedIn Sales Navigator, Apollo, and other outbound intelligence tools.
- Build and maintain targeted prospect lists for our global event sponsorships (London, New York, Hong Kong, Singapore) and professional membership tiers.
- Execute sophisticated, multi-channel outreach (Email, LinkedIn, and Phone) to secure meetings with C-suite and senior marketing decision-makers.

### Qualification & Pitching

- Qualify leads against our Ideal Customer Profile (ICP) and specific high-level sponsorship criteria.
- Clearly articulate the FMC value proposition to senior marketing and commercial stakeholders (CMOs, Heads of Sales, Founders).
- Promote and sell Business and Premium Memberships to qualified prospects.

### Sales Operations & Collaboration

- Maintain 100% accurate activity, pipeline, and contact data within our CRM (HubSpot).
- Track and report on outreach performance, conversion rates, and pipeline contribution.
- Collaborate with the Marketing and Leadership teams to refine messaging and targeting based on market feedback and campaign performance.

### Post-Probation: Closing & Account Management

- Manage the full sales funnel for SME accounts, from initial outreach to closing.
- Negotiate commercial terms and finalize sponsorship/membership agreements.
- Build long-term relationships to support renewals, upsells, and multi-event partnerships.

## What Makes You a Fit

- Experience: 3–5 years of B2B sales experience. You have a proven track record of hitting targets and managing complex outreach campaigns.
- Experience selling sponsorships, memberships, reports and digital solutions within an agency, media company, publication house, or subscription-based sales environment.
- Tech-Fluent: You are highly proficient in using LinkedIn Sales Navigator, Apollo, and CRM systems (HubSpot) to manage your workflow.
- Communication: You have a sophisticated professional manner and can write compelling, personalized outreach that resonates with senior leaders.
- Resilience: You are a self-starter who views challenges as opportunities and is motivated by both personal commission and team success.
- Ambition: You are looking for a role that offers a fast track to Account Executive or Commercial Management responsibilities.

## Skills & Qualifications

- Proven Sales Experience: 3–5 years in a B2B sales environment, ideally within SaaS, Media, or Events. You have a documented history of meeting or exceeding outbound activity and pipeline targets.
- Technical Tech-Stack Mastery: Advanced proficiency in LinkedIn Sales Navigator and Apollo.io. You should be comfortable with lead scraping, automated sequencing, and data hygiene.
- CRM Expertise: Extensive experience with HubSpot (or Salesforce), specifically managing deal stages, tasks, and reporting dashboards.
- Communication Excellence: Exceptional written and verbal communication. You must be able to draft highly personalized "hooks" that grab the attention of busy CEO, CMOs and Marketing Directors.
- Consultative Selling: Ability to move beyond "feature selling" to "value selling" understanding a prospect's pain points and aligning FMC offerings as the solution.

## How You'll Work

- Collaborate closely with marketing, events, account management, data and leadership team
- Help shape sales messaging, outreach campaigns, and targeting
- Be comfortable rolling up your sleeves and adapting as the startup grows

## Why Join Us?

At the Fin.Tech Marketing Community, we believe that our best work happens when our team feels supported, energised, and balanced. We are a fast-paced community growing rapidly across the globe and you will be working in the business that values high-performance output, but never at the expense of our people's well-being.

- **Work-Life Harmony:** We offer flexible working hours to help you balance your personal and professional life. We trust our team to manage their time and deliver excellence on their own terms.
- **Mental & Physical Wellbeing:** We prioritise your health with Wellness Wednesdays. Every week, we take time out for fitness and yoga sessions to decompress, stay active, and keep our mental wellbeing a priority.
- **Time to Recharge:** Enjoy 20 days of paid holiday [per year] plus mention local government and bank holidays to ensure you have the downtime you need to stay sharp.
- **Culture of Connection:** We work hard, but we play hard too. Join us for our weekly Funday Fridays, where we focus on team building, social connection, and celebrating the week's wins.
- **Growth & Mentorship:** We are invested in your career. You will receive hands-on support with training, dedicated mentoring, and a budget for professional development to help you master new tools and advance your leadership skills.