

Design Business Association
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Membership Sales Manager

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The Design Business Association (DBA)

We are the trade association for the UK design industry. The Design Business Association was founded in 1986 to promote professional excellence within the design industry. Our membership consists of over 350 design consultancies and 12 corporate design teams throughout the UK, including many of the brightest and most respected names.

For 35 years, the DBA has supported the design industry to solve some of the toughest problems and deliver strategic advantage. We've seen business performance transformed by design, jobs created, investment in smarter systems and processes and improved supply chains. We've seen brands power into our lives on the back of design and we've seen innovation in public services.

Our most loyal members have been with us for 30 years and the average length of membership is 6 years. Our main relationship with our member agencies is with the MD/Owner of the business and we talk to them regularly.

Membership of the DBA represents a commitment to effective design, a belief in quality, of good working practices and of collegiate sharing of best practice. Through our programmes, services, and activities, we train, educate, recognise, and celebrate the power of effective design and professional practice in small and large organisations globally. We know that design is an economic force and source of global influence, and we are working with our members, and the wider industry to ensure that the challenges that lie ahead for the industry are opportunities to position design firmly as a strategic business competence.

The role and responsibilities

You will be joining an amazing team of 7, all very experienced in what they do across the various functions that typically make up a trade association. The UK's design industry is world-renowned for its creativity and effectiveness, and you will relish the opportunity to sell into this sector.

The Membership Sales Manager is responsible for implementing the DBA's membership recruitment plans. Working closely with the Head of Services and the CEO, you will drive membership sales at the DBA. You will possess superb communications skills, with the ability to understand and proactively identify prospective members and effectively communicate the benefits of joining the DBA to them. You will be very organised, resourceful, and detail-orientated to manage multiple recruitment streams simultaneously and possess initiative to find solutions independently. You will need experience of managing a sales pipeline and have the expert ability to manage a large prospect pool with diverse priorities.

Key tasks

- Carry out the DBA's recruitment plans as laid out in the annual membership strategy requiring you to reach agreed income targets against various membership propositions.
- Reporting into the Head of Services updating him of membership recruitment performance.
- Responsible for the integrity of the data held on prospective members and update database records accordingly.
- Produce regular membership reports and statistics.

Skills and experience

- An enthusiastic, energetic individual, passionate about working in a consultative-based sales role in the design industry.
- The ability to sell products and services face to face or across digital platforms.
- Experience of working in a membership or account management role essential.
- Experience of working in a trade association preferable.

- Strong commercial awareness and understanding.
- Great organisational skills.
- Skilled communicator – the ability to communicate effectively and to forge strong relationships with all levels of staff and stakeholders, both internal and external.

Personal qualities

- Supportive of the DBA's values and mission.
- A strong business antennae and an eye for detail, that allows you to sell into senior management, often at business owner or board level.
- Eager to grow the business because the income you generate for the DBA, a not-for-profit, is invested in programmes that enable the DBA members and the sector to thrive and shine.
- You don't need to work under pressure because you're great at planning and implementing those plans to meet deadlines.
- You sell because you love to match people with services that really help them. And you know when not to sell.
- Keen to learn about the design industry and understand the current challenges they face.
- Positive, hardworking, and enthusiastic – outgoing, confident, and keen to contribute to a productive team environment at a fast and demanding pace.
- Able to work effectively as part of a team.
- Reliable, robust and happy to take responsibility.

Key details

Salary: Up to £45k per annum, dependant on experience. This role is not commission based and this is important. Culturally, we are all driven to perform at the top of our game, and we enjoy working with like-minded driven and capable people. We are given and take full responsibility for our individual and collective performance. No stretch targets – just a great performance from everyone. It's the key to our success.

Contract type: 4 or 5-day week considered, permanent, flexible working environment.

Based at: Our office is currently situated at 35-39 Old Street, London EC1V 9HX, but we've been working remotely since March 2020 very effectively. While we anticipate this to remain the case, it's not out of the question that that could change in the future. These decisions are made as a team based on what is best for the business.

All our events and training are currently online. When we do move back to live events, it is likely many of these will be London based, so you would need to be able to get into central London easily, whilst being willing to occasionally travel throughout the UK.

Holiday: 25 days per annum pro rata.

How we work

The DBA offers a flexible working environment with a focus on protecting your work life balance. We want to get the best out of our people, and to ensure this happens, we have a strong culture of trust and autonomy, with respect for each other and our individual ways of working. We're all driven by the same goal; to meet the needs of our members and champion the impact of design in business, society, and people's lives.

We're a small team who get a lot done. Playing to each of our strengths is important to us as a business; we know that's how we produce our best work. We expect a lot from ourselves and each other but we have a lot of fun too. We're looking to welcome an ambitious and friendly person to join our dynamic and hardworking team.

To apply

We'll be reviewing applications on a first come, first served basis and want to make the appointment as soon as possible, so apply today.

Please email Adam Fennelow, Head of Membership Services, (adam@dba.org.uk) with a CV and covering letter detailing how you meet the requirements of the post.

CVs without a cover letter will not be reviewed.