

BUSINESS-LED. PEER-POWERED COMMUNITY.



Company Name: FinTech Marketing Community

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

Company Description:

The FinTech 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 FinTech 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: Sales Manager (Community Development Manager)

Days: 5 days a week (9:00 am – 5:30 pm); UK time

Role: Full Time Consultant

Location: Hybrid

Report to: Chief Revenue Officer

## Overview:

We are seeking a highly motivated, hands-on, experienced sales manager to join our team. The ideal candidate will be passionate about driving global customer acquisition and committed to ensuring client success. This role encompasses the entire customer journey—from prospecting, converting free members to paid members and driving membership growth by acquiring new members, doing product demos through to selling events sponsorships, awards packages, digital advertisement, content syndication & training programmes.

## Key Roles & Responsibilities:

### *Sales Strategy & Members Acquisition*

- Support CRO to develop and implement a global sales strategy & plan to drive revenue growth.
- Convert virtual/free members into paid members by conducting product demos and effectively communicating the value of community membership.
- Converting inbound sales qualified leads into opportunities
- Identify and develop new revenue streams, including selling training programs, coaching, and referral initiatives.

### *Event Sponsorship & Revenue Growth*

- Develop and sell event sponsorship packages to both new and existing members.
- Work closely with the sales, marketing and leadership team to implement and refine the sales strategy.
- Track and manage end-to-end customer journey and sales pipeline using HubSpot CRM.

### *Media, Advertising Sales & Content Syndication*

- Sell media sales packages, including digital advertising and content syndication solutions.
- Develop and implement lead generation campaigns to help clients enhance brand awareness and generate high-quality leads.
- Work closely with clients to design tailored advertising solutions that align with their marketing objectives.
- Sell bespoke C-suite roundtables and client dinners to connect prospects with key industry leaders.
- Offer video production and whitepaper promotion services to amplify client content and thought leadership.
- Drive sponsorship and sales for primary research, insights, and benchmarking reports.
- Sell table packages for the UK Awards Conference and North American Awards, securing sponsorships for high-profile industry recognition events.

### *Business Matchmaking*

- Establish and oversee a business matchmaking service, connecting members with ideal potential clients.
- Facilitate 1:1 business introductions and meeting bookings to foster valuable industry connections.

### *Sales Forecasting & Reporting*

- Track and report on key performance indicators (KPIs), presenting insights on a weekly, monthly, and quarterly basis.
- Utilize data analytics to measure sales effectiveness and identify areas for growth.

### Requirements

- Preferably Bachelor's degree in Sales, Business Administration, Marketing, or a related field.
- Over 10-15 years + proven experience in Business Development, Customer Success, or Account Management, preferably in selling memberships, big conferences, within financial services, technology, FinTech & SaaS industry.
- Expertise in CRM software (HubSpot preferred) and lead generation platforms.
- Strong communication and interpersonal skills, with the ability to build trust and rapport with clients.
- Data-driven mindset with strong analytical skills working on CRM system
- Excellent problem-solving and conflict resolution abilities.
- Demonstrated success in client relationship sales, driving customer satisfaction and retention.
- Experience in partnership development and management is a plus.
- Ability to work independently while thriving in a collaborative, fast-paced environment.

### Compensation & Benefits

- Competitive base salary + attractive commission structure.
- Full-time, ongoing contract.
- Company-provided phone.
- Opportunities for professional growth and career advancement.
- Dynamic and collaborative work environment.
- Flexible work arrangements, including hybrid work options.

### Why Join Us?

- Be part of a global, peer-led, mission-driven community transforming the way marketing is done in FinTech, Financial Services & Technology.
- Work closely with senior business & marketing leaders and high-growth partners.
- Lead and shape the client acquisition during an exciting growth phase.

**BUSINESS-LED. PEER-POWERED COMMUNITY.**

BUSINESS-LED. PEER-POWERED COMMUNITY.

**Fin.Tech**  
MARKETING