

## **Audience Executive**



### **Who we are:**

Established in 2009, Defence Leaders and our subdivision Navy Leaders have grown to become one of the leading providers of intelligence, insight and debate serving the global defence community. Our portfolio of market leading events are curated and chaired by leading figures from the naval and army community, who offer a unique insight into how global armed forces are addressing the challenges and evolving threats in the ever-changing international arena.

### **The Audience Team**

Our events are all about people, and we're obsessed with bringing together a more diverse and senior-level audience than any other event in our market. The Audience Team are at the heart of all that we do and play a critical role in the success of our events, both commercially and experientially. This is a fast-paced team who enjoy the challenge of holding daily conversations with some of the world's most decorated and senior military figures.

### **We're growing!**

We're a fast-growing team with huge ambitions, and an exciting path ahead of us. We're always on the hunt for amazing people to join us on this journey, to help us grow the business through engaging relevant clients who want to position themselves as key players within the armed services ecosystem, and liaising with military personnel from across the globe.

### **Who we are looking for:**

We're looking for our next audience engagement superstar. Someone who has a curious mind and is not afraid to ask questions. This is a phone-based role where you will be conducting numerous qualitative discussions each day with the goal of confirming senior ranking services personnel to attend our events, via a tried-and-tested process.

### **What you're like:**

- You'll be excited to work for a growth-stage business
- You'll have an interest in the armed services and defence sector
- You'll enjoy working with a smart team in a fast-paced environment
- You'll enjoy the independence of running your own "book" of prospects, whilst also working as part of a team dedicated to delivering results together.

- You'll be a brand ambassador and champion of Defence Leaders & Navy Leaders — conveying a collaborative spirit and have a passion for our mission to be the leading engagement platform for the global armed services landscape
- You'll have a willingness to travel and attend conferences, social events and other meetings
- You're keen to work hard, and play hard.

### **What you'll be doing:**

- Conducting numerous daily international calls to invite senior-ranking military personnel to attend our events as free-of-charge VIPs.
- Meet daily, weekly and monthly activity targets for call duration and volume.
- Undertake your own research to identify new prospective attendees.
- Participate in regular team training and 1-to-1 call coaching sessions.
- Maintain accurate reporting documents and report on a daily, weekly and monthly basis to management.
- Work closely with the commercial and conference production teams to maximise every opportunity.
- Identify new lead sources and work with marketing to generate in-bound flows.
- Liaise with the conference production team to ensure that you are fully briefed on each event and kept up to date with the programme.

### **What are we like to work for?**

We have a small-company mindset but big company goals, and can draw on many of the strengths and benefits of being established for over 13 years, with a recognised and respected brand. We're friendly, hard-working and passionate about what we do. We collaborate across disciplines and value feedback, honesty and clear communication.

### **What we offer:**

- Competitive salary, depending on experience, plus excellent bonus schemes
- 28 days of annual leave (inclusive of public holidays) + 2 weeks additional leave in December.
- Regular team socials and events
- Professional working environment with full training
- Regular travel both domestic and international representing the business at events.
- Excellent progression, with a legacy of promoting from within.

Remuneration: £24,000 salary + £18,000 on-target commission (uncapped)

Location: Chelmsford, Essex. This is an in-office position with no option for hybrid or home working.

Find out more at <https://defenceleaders.com> & <https://navyleaders.com>