



Decarb Connect: Audience Developer Job Description

Reporting to: CEO

Competitive salary, bonus and other benefits

Our Business & Mission:

Want to work at the intersection of climate and industry? Are you excited by the idea of joining a team with big ambitions? Ready to show how your skills in communicating with all kinds of people could help supercharge our summits and events portfolio?

Decarb Connect works with leaders in hard to abate (energy-intensive) sectors to accelerate decarbonisation. We launched our global platform in early 2020 with a focus is on sectors including cement, metals, refining, chemicals, glass.

We have built a global media platform that includes a private members network (the Decarbonisation Leaders Network), a portfolio of summits and events and also webinars, reports and a podcast series.

The Role / Position Overview

We're recruiting for an energetic, professional and people-focused individual to develop our event audiences and to support with lead generation for the sponsorship sales team.

If you can tick these boxes, this is the role for you:

- You enjoy talking with people and can communicate with people of all levels of seniority
- You're curious about what makes people tick
- You're organised and accountable for your approach to work
- You've naturally good energy levels and a positive outlook
- You meet challenges and opportunities head on and aren't afraid to ask for help
- You like to get on the phone and aren't worried about talking to new people

...Combine this with an interest in practical responses to climate concerns and you might well be our A* candidate.

Outline of the role:

Our Audience Developer will operate at the front-line of Decarb Connect's business. You'll build relationships prospects and clients. Using a combination of outbound calling and emails, you'll connect with our prospects and clients to register them for our events.

Ambition and good energy levels are essential - you'll be helping us grow our audiences and you'll also ensure that we have strong representation from senior leaders in industry. You'll be a key source of great customer service, ensuring that delegates (whether free VIP guests or paid

delegates) are helped through the registration process and also that we follow up with them after each event to get feedback.

In addition, we will look to you to be one of the sources of leads for our sponsorship team – helping them to understand the vendor delegates and prospects you're in contact with and making introductions wherever possible.

This is more than an 'just a sales role'. You'll be integral to our ability to understand our audience, to create ever-better events and you'll be the face of the events we produce for many of our clients.

- Daily workflow around outbound calls, emails and follow ups to deliver the audience and meet financial targets
- Identify relevant delegate prospects that may not exist on our database through referrals and reading
- Communicate in a clear way, being persuasive and engaging
- Sell the benefit of attending our events, helping prospects understand why they should take time out of a busy schedule to attend and purchase a ticket.
- Build relationships with companies and individuals with an eye on ensuring repeat attendance
- Meet and exceed weekly, monthly and annual delegate revenue and attendance targets
- Assess how we can keep improving conversion rates.
- Achieve weekly and monthly KPIs including number of calls, emails exchanged, outreach in general and introductions to sponsorship sales.

Your objectives:

1. To ensure that Decarb Connect creates extraordinary attendee experiences – the right people, the right numbers, the best experience
2. To meet and beat targets for delegate revenue
3. To create a positive feedback loop so that the business keeps learning more and more about our clients and what we can do for them

What can you expect from Decarb Connect?

- Respectful and inclusive team offering competitive pay rate with opportunity to earn commission straight away
- Commissions and incentives linked to all aspects of the role (paid tickets, VIP guests and sponsorship leads)
- Sales training and onboarding process as soon as you join the business.
- Weekly meet ups with the team in London
- Progression and opportunities based on performance and contribution, not based on 'time in the role'
- Opportunity to travel to some of our summits and events (subject to hitting target) to meet clients face to face and to learn from the speakers and discussions.
- £30,000 OTE in first year with the opportunity to earn much more – comms are uncapped.
- Team members receive 25 days of holiday plus we close the office for the week of Christmas

Decarb Connect is committed to making diversity, equity, and inclusion part of everything we do – from how we build our network and events to how we build our team.