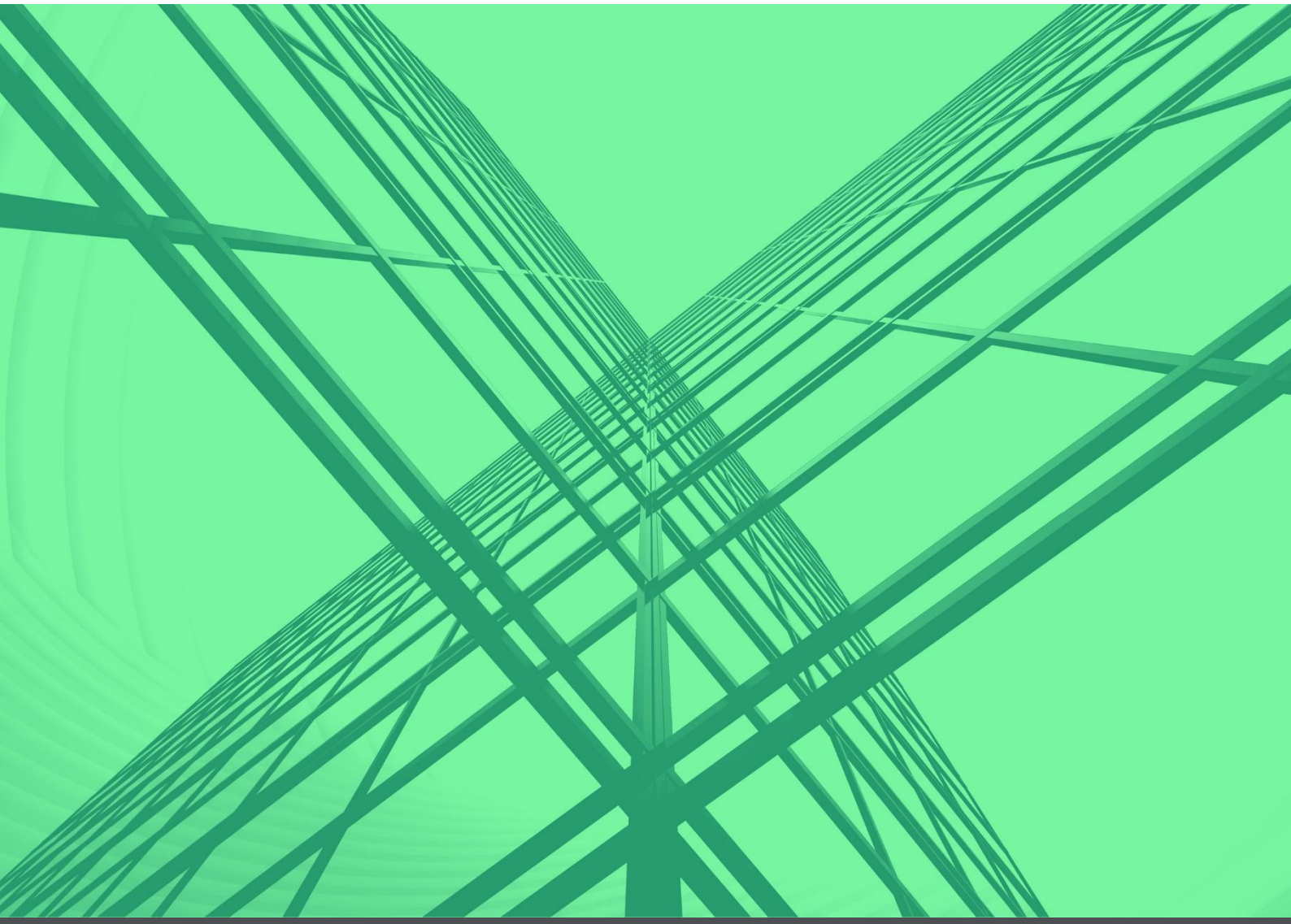
The Institution of Structural Engineers

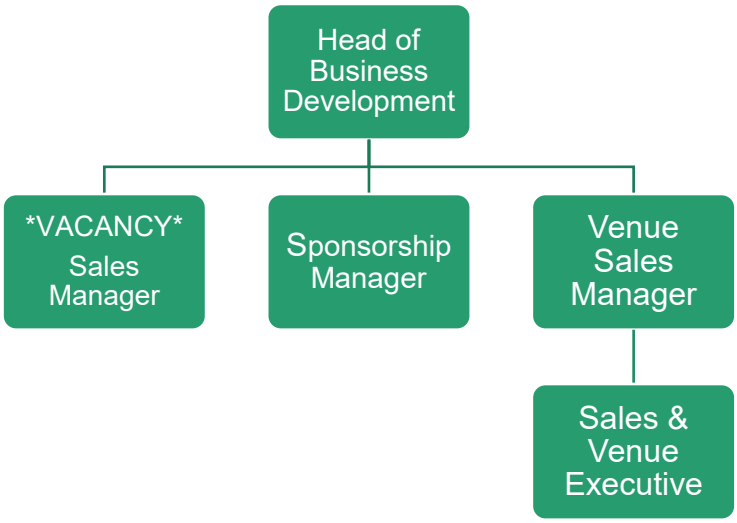
Sales Manager

CANDIDATE PACK
Full Time
35 hours per week



The Sponsorship and Venue team

Our sponsorship and venue team are a team of 5 team that report into the Head of Business Development and are part of the wider learning and development directorate.



Are you passionate about building strategic partnerships and driving commercial success? Do you thrive in a dynamic environment where your strategic thinking and relationship-building skills can shine? We are looking for a proactive and results-driven Sales Manager to join our dynamic team at the Institution of Structural Engineers (IStructE).

This pivotal role involves ensuring the delivery of commercial activities, achieving sponsorship targets, and maintaining robust stakeholder engagement for our esteemed annual conference portfolio and other key events. This is an exciting opportunity for an experienced sales professional to shape new media opportunities, grow our commercial portfolio and contribute directly to the Institution's continued success.

Why work for the Institution?

Working for the Institution of Structural Engineers is an opportunity to learn, develop and make a difference.

Join our team of approximately 80 employees and help support our vision to lead, support and nurture the development of structural engineering worldwide.

Our head office is only a short walk from Barbican, Old Street and Farringdon. It's bright, modern and open plan, supporting a collaborative environment.

We pride ourselves on the flexibility we can provide to our staff and offer a wide variety of benefits to enhance your work life balance and wellbeing as detailed later in this pack.

To thrive with us, bring:

- An open-minded and flexible approach. Enhance our diverse and inclusive team.
- A creative attitude to work. Help us strengthen and improve in a workplace where you are encouraged to innovate and share new ideas.
- Enthusiasm and commitment. Provide our members with the best service possible to maintain our worldwide respected status.
- A friendly and communicative approach. Fit into our small organisation where staff know each other well and strive to work collaboratively.
- The ambition to take on new challenges. We always look to the future to embrace change, so we continue to evolve.

For more information, please read on :

Full job description and person specification	pages 4-7
Salary and package details	page 8
How to apply	page 9

More about us :

Our organisation, governance and values	page 10- 11
Organisational Structure	page 12

Job description and person specification

1. Job details

Job title: Sales Manager

Reports to: Head of Business Development

Date: November 2026

Location: The Institution's HQ, London or elsewhere as reasonably required.

2. Job purpose

Manage The Structural Engineer (TSE) commercial advertising portfolio and deliver annual revenue targets across print advertising, recruitment advertising and digital media products.

Support the Head of Business Development and the Sponsorship Manager to maximise crossselling opportunities across the wider commercial portfolio; including sponsorship, events, webinars, advertising, brand licensing and other commercial products.

Support the development and launch of new media and advertising opportunities, including those arising from the Institution's new website, digital platforms and evolving commercial strategy.

3. Role and responsibilities

1. Achieve agreed annual revenue targets across print advertising, recruitment advertising and digital advertising products through proactive sales, account management and business development activity.

2. Develop and maintain strong relationships with existing advertisers, recruiters, agencies and commercial clients, ensuring high levels of customer retention, satisfaction and repeat business.

3. Identify and secure new business and commercial opportunities by building and managing a healthy sales pipeline through prospecting, networking, market research and lead generation activities from organisations operating across the built environment and related sectors.

4. Manage the full sales cycle, including client meetings, needs analysis, proposal development, negotiation, contracting, invoicing and renewals.

5. Work collaboratively across the organisation to deliver advertising campaigns and commercial agreements, ensuring contractual commitments are fulfilled and clients receive a professional service.

6. Maintain accurate sales forecasts, pipeline records and performance reporting, using CRM systems and other reporting tools to support commercial decision-making.

7. Monitor market trends, customer needs and competitor activity; making recommendations for new advertising products, commercial opportunities and revenue growth initiatives.

8. Network and build positive working relationships, attending relevant internal and external events and meetings as required to promote the Institution's commercial offerings and generate new business opportunities.

4. General responsibilities

1. Make suggestions for improving processes, systems etc. which support the efficiency and stability of the department, the venue and the Institution. As directed, contribute to income generating activities on behalf of the Institution, mobilising fully, your expertise to the commercial benefit of the Institution.

2. As directed, ,contribute to other income generating activities on behalf of the Institution, for the commercial benefit of the Institution.

3. To be an active data owner for your department and have responsibility for the management of data within your area of responsibility. Ensure data governance policies are adhered to within area of responsibility.

4. Develop and grow personal knowledge and expertise.

5. Comply with all Institution policy and procedures.

6. Any other reasonable ad hoc duties as requested.

5. Communications and working relationships

1. Existing and prospective advertisers, recruitment clients and media agencies at all levels.

2. All members of the Institution.

3. All employees of the Institution.

4. All visitors to Bastwick Street.

5. External suppliers, commercial partners, clients and businesses across the built environment.

6. Knowledge, skills and experience required

Criteria	Essential/Desirable
Qualifications and knowledge	
A Levels or equivalent Level 3 qualification(s) or equivalent experience	E
Recognised qualification in sales, marketing or business development	D
Knowledge of business-to-business sales and account management	E
Knowledge of advertising, media sales, recruitment advertising or digital marketing products	E
Understanding of GDPR and Data Protection legislation and its application in commercial activities	D
Understanding of membership organisations, professional bodies or the publishing/media sector	E(D)
Skills	
Strong communication, influencing and negotiation skills with the ability to build professional credibility quickly	E
Proven ability to identify commercial opportunities and convert prospects into paying customers	E
Strong consultative selling skills with the ability to understand customer needs and develop tailored commercial solutions	E
Excellent organisational and time management skills with the ability to manage multiple accounts and priorities	E
Excellent written and verbal communication skills	E
Commercially focused with strong numerical and analytical skills	E
Ability to analyse sales performance and pipeline data and produce accurate forecasts and reports	E
Flexible, proactive and self-motivated with the ability to work independently and collaboratively	E
IT Skills:	
Intermediate to advanced Word, Outlook, Excel and PowerPoint skills	E
Working knowledge of CRM/database administration and reporting	E
Experience	

Criteria	Essential/Desirable
Proven experience in business-to-business sales with responsibility for achieving revenue targets	E
Experience managing commercial accounts and developing long-term customer relationships	E
Experience generating new business through proactive sales activity and prospecting	E
Experience selling advertising, media, recruitment, publishing, digital marketing or related commercial products	E
Experience negotiating commercial agreements and managing renewals	E
Experience producing sales forecasts, reports and revenue analysis	E

This job description does not form part of the contract of employment and may be subject to change.

Salary and package details

Salary: £41,543 per annum depending on experience

Contract: Full time – 35 hours a week within a flexi-time system

Benefits: The Institution offers a range of non-contractual discretionary benefits including:

Benefits on commencement:

- Life Insurance (death in service benefit)
- Eye care and glasses- eye tests paid for and contribution towards any glasses specific for DSE use
- Access to some parts of the employee assistance programme
- Pension- can join the pension scheme from any date after commencement in Tier 1 (employer 6%, employee 3% minimum contributions)
- 25 days paid annual leave (increasing with service to 28 days) plus bank holidays and flexi leave
- Flu vaccination voucher

Benefits from three months:

- Pension- automatic enrolment in Tier one: employer 6%, employee 3% minimum contributions
- Pension- you can request to join Tier two: employer 9%, employee 5% minimum contributions
- Full pay sickness absence up to 65 days in a 12-month rolling period
- Income protection insurance: you may be eligible for this support if you are absent due to sickness for a continuous period of 13 weeks or more, subject to acceptance of the claim
- Full access to our employee assistance programme which includes a discounts and savings platform and access to additional health services (e.g. counselling, physio, 24 hour online GP, nutritionist and personal training sessions) via an app-based service

On successful completion of a 6-month probation period, you will be eligible to the following optional benefits:

- Private medical insurance (PMI) currently provided by AXA (voluntary and subject to tax and NI)
- Health cash plan, currently provided by BUPA (voluntary and subject to tax and NI)
- Reimbursement of an agreed and appropriate Membership subscription
- Season ticket loan (non-taxable)
- Cycle to Work Scheme
- Paid maternity, paternity, adoption and carers leave at rates of pay higher than statute, subject to service requirements as per the current policies
- Opportunities for pay progression.
- Two paid days annually for volunteering

How to apply: the recruitment process

Please submit an up-to-date CV and cover letter demonstrating how you meet the knowledge, skills and experience required for the role as described in the job description. The cover letter should be no more than 500 words.

To apply please see our website.

On receipt, your application will be sifted by the recruitment panel and assessed against the criteria for the role. All successfully shortlisted candidates will be contacted by telephone and invited for interview. We reserve the right to close or extend this position depending on application numbers. Therefore, we would urge candidates to apply as soon as possible.

If you have not heard from the Institution within two weeks of your application, it is with regret that you have been unsuccessful on this occasion. Due to the volume of applications we receive we cannot write to all applicants.

Applicants must possess a current right to work in the UK.

The Institution does not hold a visa sponsor licence, therefore, applicants who do not have the right to work in the UK and/or require visa sponsorship in order to continue working in the UK cannot be considered.

The selection process will consist of a job-related assessment followed by a virtual interview with the manager for this post Ryan Kowo (Head Business Development) and Conor Boyle (HR Resourcing & Support Executive) The interview will comprise of competency questions designed to test your skills and experience required for this role. It also gives you the opportunity to ask any questions you may have about the role, the team or the Institution.

The second stage of the selection process will be a face-to-face interview with Sunita Dhawan (Product & Events Director) and Ryan Kowo (Head of Business Development).

We want to support you. If you require any reasonable adjustments during our recruitment process, this could be for the application, assessment and/ or interview, please let us know as soon as possible so that adequate provisions can be made for you.

The Institution of Structural Engineers

With over 30,000 members working in 105 countries, we are the world's largest membership organisation dedicated to the art and science of structural engineering.

The Institution is an internationally recognised source of expertise and information concerning all issues that involve structural engineering and public safety within the built environment.

The core work of the Institution is to support and protect the profession by upholding professional standards and acting as an international voice on behalf of structural engineers.

Governance

The Institution of Structural Engineers is governed under its Royal Charter, bye-laws and the applicable regulations.

The Institution Council consists of the President, Vice-Presidents, past Presidents, representatives of regional groups and members who are elected for a period of three years. The Institution is supported by an executive of 80 staff. The Board is the governing body of the Institution. Its members are the Institution's Trustees.

Our values & Mission Statement

We strive towards a structural engineering profession that is built on integrity, excellence, inclusivity and collaboration. Our aim is to secure a safe and sustainable world by advancing structural engineering, raising professional standards, and sharing knowledge.

- **Integrity** – We are committed to upholding the highest standards of ethical conduct in our practices and interactions.
- **Excellence** – We are focused on excellence in everything we do, setting high standards for ourselves and our members, valuing quality, innovation, and continuous improvement.
- **Inclusivity**- We are inclusive, we embrace diversity and value the contributions of individuals from all backgrounds, perspectives, and experiences, fostering a welcoming environment for all.
- **Collaboration** – We believe in the power of collaboration and cooperation, encouraging members to share knowledge, resources, and expertise for the collective advancement of structural engineering.

For more detailed information about the Institution please visit our website.

Our Work

Climate Change
The climate emergency is the greatest threat to our planet. Structural engineers have a responsibility to help mitigate its effects by changing the way buildings and infrastructure are designed, commissioned and constructed. The Institution, our Climate Emergency Task Group and Sustainability Panel, supports these vital efforts through its role as an international centre of knowledge, sharing information and opinion with its membership and beyond.

Resilience
The Institution support the efforts to build resilient communities- taking measures to avoid, reduce, resist and aid recovery from extreme events including Tsunamis, flooding, explosions and seismic events. Our Humanitarian and International Development Panel as well as our Seismic and Dynamic Events Panel includes experts from regions around the world. They help structural engineers confront the challenges faced by the poorest and most vulnerable people and progress activities to support the development and understanding of seismic and resilient design.

Safer Structures
Structural engineers consider the safety of structures from design and construction through to operation and demolition, in accordance with local legislation. The Institution of Structural Engineers along with CROSS investigates failures and near misses (including Grenfell) in order to share knowledge and insight to Structural Engineers to avoid any potential or future disasters.

Young Members
IStructE is committed to ensuring the profession of Structural Engineering is accessible to everyone. We offer tailored visits, events and networking opportunities to our young members to help them get support at a crucial time in their career. Our values extend to our work in education that encourages young people from diverse backgrounds to choose and access structural engineering careers.

Support
Our Benevolent Fund offers support to current and former IStructE members and their dependants going through tough times who may need financial support. Partnered with Anxiety UK, our members will also be able to quickly access therapeutic support if needed and have access to a range of learning materials to support managers and their staff on mental health awareness.

Organisational Structure

