

Business Development Lead

Full-time | 1 Year FTC (possibility of permanent contract)
Hybrid working (2 days in office, central London)
Reports to: Head of Commercial Partnerships

About the Royal Society of Medicine (RSM)

The RSM is a not-for-profit membership organisation that exists to advance health through education, learning, and innovation. We convene a diverse community of healthcare professionals, academics, and partners to share knowledge, promote high standards in medical education, and support the delivery of better healthcare outcomes.

Our events programme – over 200 in-person, hybrid and online events annually - along with our learning resources, research support and member services, are made possible in part through sponsorships, strategic partnerships and external funding.

Job Purpose

The **Business Development Lead** plays a central role in driving the RSM's commercial growth. This externally focused position is responsible for identifying, cultivating and securing new income-generating opportunities through sponsorships, strategic partnerships and corporate supporters.

Operating across the RSM's full range of activities - from education and events to member benefits and new content ventures - the post holder will build a robust pipeline of partners across diverse sectors (e.g., healthcare, medtech, pharma, finance, legal, and consulting).

This is a proactive, hands-on role requiring a blend of strategic thinking, commercial acumen and relationship-building ability.

Key Responsibilities

New Business Generation

- Identify, research and actively pursue new commercial and strategic partnership opportunities that align with the RSM's mission and offerings.
- Develop and manage a pipeline of qualified leads across multiple sectors, including medtech, pharma, financial services, legal, consulting, and private equity.
- Maintain a focus on generating sponsorships (for Section and Central events), as well as wider strategic and corporate partnerships.
- Accurately profile and target prospective sponsors or partners for both in-person and online events, educational activities, and wider organisational initiatives.

Prospecting and Relationship Building

- Lead on all outbound business development activity, including email, phone, LinkedIn/social media outreach, and in-person networking.
- Attend external events, conferences and other forums to build visibility, generate leads, and grow commercial relationships.
- Initiate and nurture relationships with prospective partners, managing them through the early pipeline stages until ready for handover to delivery teams.
- Secure meetings and deliver compelling pitches and proposals tailored to each prospect.
- Lead commercial negotiations and manage contracting, with support from internal teams.

Proposals, Pitching and Contracting

- Develop compelling proposals, pitch decks and pricing models tailored to each prospect's needs and interests.
- Conduct commercial negotiations, liaising with internal colleagues (e.g. finance, legal, events) to ensure accurate scoping and feasibility.
- Manage the contracting process, ensuring all paperwork is completed and handed over smoothly to the relevant internal delivery lead (e.g. Partnerships Manager – Sponsors or Strategic Relationships).

Strategic Planning and Insight

- Monitor and analyse market trends, competitor activity and sector developments to inform prospect targeting and commercial planning.
- Contribute to internal planning by identifying gaps in RSM's commercial partnerships (e.g. financial education, digital content collaborations, member benefit offerings) and proposing new partnership models to fill them.
- Ensure new partnerships align with RSM's mission, values and strategic goals.

CRM and Reporting

- Maintain a live pipeline of leads, proposals and outcomes using the CRM, capturing lead status, contact history, proposal value, timelines and conversion probability.

- Provide monthly reports to the Head of Commercial Partnerships on lead generation progress, pipeline performance, conversion rates, risks, and forecasted income.
- Work closely with the Head of Commercial Partnerships to contribute to long-term income planning.

Skills and Experience

Essential

- Proven experience in business development, sales or income generation, ideally in events, education, healthcare or the not-for-profit sector.
- Demonstrable success in securing new business and meeting/exceeding commercial targets.
- Strong commercial acumen with the ability to match organisational offerings to client needs.
- Excellent interpersonal, written and verbal communication skills, with confidence engaging senior stakeholders.
- Experience creating professional sales proposals and delivering persuasive pitches.
- Skilled in commercial negotiation and navigating internal approval processes.
- Strong CRM discipline and the ability to track and report pipeline performance effectively.

Desirable

- Knowledge of the healthcare, medtech, or life sciences industries.
- Familiarity with partnership models in membership organisations or charities.
- Understanding of sponsorship models, content licensing, or revenue-share partnerships.

Other Information

- Occasional evening or early-morning working may be required in line with event delivery.
- This is a hybrid role with a minimum of two days per week working from the RSM's central London office.

The post holder must always when conducting responsibilities and interacting with others:

- Uphold the vision, mission and values of the RSM.
- Support effective communication and consistent management of RSM policies and procedures throughout the organisation.
- Adhere to the Society's Health and Safety regulations and ensure the safety of oneself and others engaged in the RSM premises and work by reporting hazards to a senior manager for address or taking actions (where possible) to remove safety hazards.
- Adhere to the Society's Data Protection regulations and only use data as required to undertake their role and handle it in an appropriate and confidential manner.



- Fully subscribe to the spirit of and adhere to the Society's people policies in particular the Discrimination, Bullying, Harassment, Victimisation policies.