

WE ARE HIRING A

Business Development & Engagement Manager

The primary point of contact for prospective and existing IMAGINE Leaders, from first introduction through to long-term membership.

HYBRID · SOHO WORKS, 3 DAYS/WK

£65,000 – £75,000

BONUS + EQUITY

REPORTS TO

Dom, Director of Community & Membership

TEAM

IMAGINE Community & Membership

ROLE PURPOSE

A broad commercial role at the intersection of relationship development, community stewardship, and sustainable growth. The primary point of contact for prospective and existing IMAGINE Leaders, identifying the right people, welcoming them into the ecosystem, and ensuring they derive extraordinary long-term value from membership. Not a transactional sales role: success means finding and nurturing leaders who become long-standing contributors, people who refer others, participate actively, and grow with IMAGINE over years.

This calls for someone who has demonstrated genuine sales excellence, and who brings a very strong level of data management discipline using systems such as HubSpot and Notion, rigour that is critical to the role's success, underpinning everything from pipeline visibility to relationship tracking. Works closely with Dom (Director of Community & Membership) day to day, and collaborates with the CFO on revenue performance, cohort composition, and relationship network visibility.

CORE ACCOUNTABILITIES

- **Business development & ecosystem growth**, own the full commercial funnel, Nomination → Prospect → Application → Acceptance → Onboarding → Renewal, with clear visibility into conversion rates and network health, and rigorous, up-to-date HubSpot records
- **Relationship management & member success**, act as strategic relationship lead for a portfolio of IMAGINE Leaders; manage renewal conversations as a natural continuation of the relationship, not a separate sales event
- **Growth channels**, Leader nominations (high-touch priority), IMAGINE Salons & Global Impact Events (convert attendees, track event-to-enrolment), inbound/digital (convert qualified LinkedIn/Instagram interest), and strategic outreach
- **Community engagement & member elevation**, matchmaking and strategic introductions (using AI tools alongside human judgement); collaborating with the social team on thought leadership and member visibility; strengthening belonging and peer connection
- **Nomination curation & cohort quality**, assess nominations against leadership calibre and ecosystem fit; protect the prestige and selectivity that makes membership meaningful; embed diversity of background, sector, and geography
- **CRM discipline & commercial reporting**, maintain a well-structured HubSpot engagement network; track and report on revenue performance, stage progression and conversion; support commercial forecasting

WHY COMMUNITY ENGAGEMENT MATTERS COMMERCIALY

Higher Logic's 2025 benchmark found only around 15% of community members are active in a typical 120-day window without dedicated curation, versus 30%+ in healthy communities. This is the accountability that keeps IMAGINE off the low end of that range once the Nexa platform is live.

REQUIREMENTS

5+ years in business development, partnerships, commercial, or community/membership management; a track record of high-trust relationships that translate into long-term value; HubSpot/CRM fluency; strong emotional intelligence; comfort operating with autonomy in a lean, high-trust organisation. A genuine go-getter with a proven track record of commercial success, naturally comfortable building rapport and credibility with senior leaders and high-net-worth individuals.

TRAVEL & TIME ON THE MOVE

This role's remit is converting and relationship-building at events, not producing them, so travel won't always be required, but when it is, the candidate should be ready to move at short notice.

- **Global impact conferences**, New York Climate Week, Davos, COP, and conferences such as ChangeNOW in Paris; trips worth clearing the diary for, even at short notice
- **IMAGINE Salons**, occasional travel to some of the ~5-10 Salons held globally each year, hosted in the homes of IMAGINE Leaders; judgement-based, prioritising the ones where being there in person matters most

COMPENSATION & ARRANGEMENT

Base	£65,000 – £75,000 per annum, depending on experience
Bonus	Performance-based
Equity	Equity participation, confirmed current, not just historical
Location	Hybrid, 3 days/week from Soho Works / IMAGINE HQ, plus travel as set out above

HIRING PROCESS & TIMELINE

Follows IMAGINE's standard four-stage commercial hiring process: AI-assisted CV screen; 45-minute initial interview with Dom; conversations with two IMAGINE leaders assessing relationship-building capability; final in-person panel with Dom and Valerie including the "one year from now" presentation exercise. Role posts 24 August, alongside the Program Operations Manager. First-round interviews run late October; hire confirmed early November, deliberately after the Oxford Accelerator / NY Climate Week delivery window closes, so the team isn't onboarding through its busiest stretch.