Royal Photographic Society
Business Development Manager

Job Description
Location: Hybrid working, with 1-2 days per week at our Bristol office depending on your location. Occasional travel for client meetings and industry events.
Salary: £40,000 per annum plus a performance-related bonus, subject to agreed targets and scheme terms.
Contract: Full-time; initial 18-month fixed-term contract, with a 12-month review.
Reports to: Director of Marketing & Membership

Role Purpose

The Royal Photographic Society (RPS) is an educational charity and membership organisation that believes photography matters for people, the world, and our future. We aim to support people to forge deeper relationships with photography through education, inspiration, and connections.

Following on from our newly launched Partnerships programme, we are looking for a commercially minded, proactive Business Development Manager to focus on driving new partnerships and growing sustainable revenue through advertising, sponsorship and partnerships. You will be building on existing relationships, established advertising opportunities and a growing sales pipeline. The role will also help shape our brand partnerships to help position the RPS on the forefront of contemporary photography and seek ways to enhance our member experience.

This is a hands-on role in a small, collaborative organisation. Initially, the position will manage the full end-to-end commercial process, account and campaign management. As commercial activity grows, the Society may review the need for additional operational support, enabling greater focus on new business and key account development. You will work closely across departments to fulfil agreed commitments, remaining the principal point of contact and accountable for client outcomes.

Key Responsibilities

New Business Development

- Develop and implement a sales plan to achieve agreed advertising, sponsorship and partnership revenue targets.
- Research priority sectors and organisations, identify key decision-makers and build a qualified sales pipeline through proactive prospecting, sales calls, meetings, and industry networking.
- Sell advertising across the RPS Journal, newsletters and website, alongside tailored integrated commercial partnership packages.

- Understand prospective clients' and partners' objectives, develop compelling and commercially viable proposals, present solutions, negotiate terms, and secure new business.
- Progress opportunities through the sales pipeline, maintain consistent follow-up to secure bookings, and generate revenue.

Commercial Partnerships & Account Management

- Develop tailored annual and integrated partnerships combining advertising, content, education, events and member engagement opportunities, where appropriate.
- Identify brand partnerships where there are opportunities to drive commercial growth and brand impact through strategic collaborations, sponsorships, and co-marketing campaigns with key activity such as the RPS awards, competitions, and exhibitions
- Manage and grow existing advertiser and partner relationships, driving retention, repeat bookings, renewals, and additional revenue.
- Develop and manage revenue-generating partnerships, including referral, affiliate and commission-based arrangements, working closely with Marketing and Membership where appropriate.
- Explore new commercial opportunities with RPS Membership, Education, Regions and Special Interest Groups, working collaboratively with colleagues to ensure activities are commercially viable and deliver value to members.

Campaign Delivery

- Manage client relationships from confirmed booking through to post-campaign review, ensuring booking forms are completed, campaign details accurately recorded, and Finance notified to raise invoices.
- Coordinate with Marketing, Digital, Education, Finance and external production partners to ensure campaigns are delivered on time and to agreed specifications.
- Monitor campaign delivery against agreed commitments, promptly resolve issues, and keep clients informed of progress or changes.
- Review campaign performance with clients, share results against agreed objectives, and identify opportunities for repeat bookings and renewals.
- Ensure all commercial commitments are achievable, properly documented, and aligned with the RPS's charitable objectives.

Commercial Reporting & Operations

- Maintain accurate and up-to-date sales records, pipelines, booking schedules and revenue forecasts, supporting the introduction and effective use of a CRM system.
- Monitor and report regularly to the Senior Leadership Team on performance against agreed targets, including revenue, new business, pipeline development, conversion, renewals and forecast accuracy, identifying actions to address any shortfalls.
- Provide the Finance team with timely and accurate reporting to support invoicing process.

- Build a strong understanding of RPS audiences, advertising opportunities and priority sectors, using client feedback, competitor activity and market intelligence to develop commercial propositions and identify new opportunities.
- Review and improve sales and campaign management processes to support efficient working and future commercial growth.

Collaboration

- Build strong working relationships with RPS colleagues, volunteers, suppliers, and external partners to support effective collaboration and commercial delivery.
- Represent the RPS professionally at client and partner meetings, photography exhibitions, industry events and relevant networking opportunities.
- Work independently and collaboratively, demonstrating initiative, commercial judgement and a commitment to sustainable revenue growth.

Person Profile

Experience & Knowledge

- Proven track record in proactive B2B sales, generating new business, negotiating and securing advertising, sponsorship or commercial partnership agreements against revenue targets. Experience managing the full sales cycle, from initial prospecting and proposals through to negotiation, closing, account development and renewals.
- Strong account management, proposal writing, sales pipeline management, and revenue forecasting skills.
- Experience using CRM systems or sales tracking tools to manage pipelines, maintain accurate records, and report sales performance.
- Experience developing integrated advertising or commercial partnerships incorporating print, email, digital, sponsorship, education or member benefits is desirable.
- Knowledge of photography, the creative industries, education, or membership organisations is desirable, but not essential.

Skills & Attributes

- Proactive, entrepreneurial, and commercially astute, with the drive and resilience to identify opportunities and convert them into revenue.
- Excellent communication, consultative selling, presentation, negotiation and relationship-building skills.
- Highly organised and self-motivated, with the ability to manage competing priorities, active sales opportunities, and multiple client commitments.
- Ability to create compelling commercial proposals.
- Strong analytical skills to assess sales performance and identify growth opportunities.
- Sound commercial judgement, with an understanding of the importance of protecting the RPS's reputation, independence, charitable objectives, and value to members.

Working Conditions & Benefits

- Hybrid working, with 1-2 days per week at our Bristol office depending on your location.
- Occasional travel to industry events, exhibitions and meetings with commercial partners.
- £40,000 salary plus performance-related bonus, subject to agreed scheme terms.
- 25 days annual leave plus Christmas closure (normally three additional days).
- An additional day's holiday for your birthday.
- 5% employer pension contribution.
- Cycle to work scheme.
- RPS membership and access to Special Interest Groups.
- Laptop (Apple or PC)
- Access to the RPS office at HERE, Bristol, including on-site gym, games room, social events and café facilities.