

**JOB DESCRIPTION**

Business Development Manager - Conference, Events & Hospitality

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| **Job Title:** Business Development Manager | **Present Grade:**  6 |
| **Department/College:** Facilities – Commercial Services | |
| **Directly responsible to:** Head of Business Development & Academic Events Service | |
| **Supervisory responsibility for:** N/A | |
| **Other contacts** | |
| **Internal:** Conference, Retail and Hospitality teams, other Facilities staff, Faculty and departmental academic and administrative staff, Professional Services staff including Marketing, Alumni, Finance, Accommodation, GRO & Stakeholder Relations, and Engagement | |
| **External:**  All prospective clients including local companies and organisations, Associations, Agents, Event Organisers, Chamber of Commerce, Group Organisers, Trade Bodies / Partners, and Suppliers | |
| **The Role:**  The role is responsible for proactively finding and securing new conference, events, meetings, and guest room business to meet budgetary and other targets**.** The role will build and develop strong customer relationships with both internal and external customers and work with partners to capitalise on any business opportunities.  Working alongside the Marketing team, the role is pivotal in planning and delivering sales, marketing, and promotional activity. They will also support the development of a sales culture across the broader department.  **Major Duties:**   1. To find new business by undertaking telesales and online research, identify and convert new conference and events clients, particularly associations and local companies. 2. Promote the University’s conference & events facilities and services to existing and new customers through face-to-face meetings and presentations, visits, and telephone calls, including show rounds and attendance at key industry events including trade shows. 3. Undertake in-depth account management to develop strong customer relationships and carry out all duties with high levels of customer care ensuring high levels of customer satisfaction. 4. Working with the Head of Business Development, develop and deliver an annual sales and marketing plan to maximise revenue / profit and meet budgeted targets. 5. To manage the agreed sales and marketing budget and track ROI. 6. To monitor and report on local and national market competitors and make recommendations for product and service changes. 7. To input all client bookings into the booking system and review and manage sales systems, ensuring details of all client enquiries, profiles, their requirements and interests, and relevant sales activity are kept up to date. 8. To ensure SOPs are reviewed and implemented, to improve conversion and secure repeat business and achieve agreed sales KPIs, as set by the Head of Business Development. 9. Work with other Managers within the department to develop a sales and customer focused culture and support the development of sales and marketing skills across the area. 10. To assist the conference team in the delivery of conference activity, where additional support and management cover is needed. 11. To undertake any other duties commensurate with the position and grade. | |