

Position Description

Position Title:	Business Development Manager
Division:	CiEvents UK/Europe
Reporting to:	General Manager – UK/Europe
Overall Purpose:	To gain & increase new business sales and retain and expand key accounts for CiEvents at a profitable level for the company.

POSITION ACCOUNTABILITIES

1. Contribute to overall company budget by achievement of individual targets, to ensure new business & sales to CiEvents.
2. Develop relationships with key decision makers at major organisations to improve opportunities for new sales and accounts.
3. Proactively seek and source new sales leads to maximise CiEvents potential client base.
4. Establish and regularly update Sales contacts database indicating progress and contact made with prospective clients to enable accurate tracking and audit trail for sales prospects.
5. Work to develop concise and informative tender proposals, information documents and presentations on CiEvents for potential clients, leading to an increased success rate in new sales.
6. Conduct presentations to potential customers, with assistance from the General Manager where required, and provide further information through the tender process as required for maximum quote conversion.
7. Achieve and sustain 100% retention with existing clients.
8. Along with the General Manager, develop and deliver a Client Relationship Management Plan which focuses on strategic activities to build relationships and ensure future growth of our clients
9. Maintain a proactive approach to managing each client.
10. Continually develop an understanding of our clients, their business objectives and company direction and identify how CiEvents can assist with their business objectives.
11. Assist with the development and implementation of a strategic marketing plan to ensure the CiEvents brand becomes a recognised name in the UK/European market for the sole purpose of additional business opportunities.
12. Conduct research on potential client, assess competitor strengths and weaknesses and identify CiEvents market strengths to ensure the business development strategy is tailored for each client's needs.
13. Recommend 'alternative' strategic initiatives on an ongoing basis, to ensure increased sales, leading to increased profitability.
14. Implement a regular call pattern and planner to improve contact and progress to prospective clients.
15. Develop a full understanding of CiEvents and Flight Centre Corporate Division operations, service and technology products to ensure maximum benefits are conveyed to potential clients.
16. Provide assistance to the General Manager as requested in pursuit of the Sales department's objectives.
17. Such other duties as management may from time to time reasonably require.

ROUTINE TASKS

1. Ensuring all reporting deadlines and requirements are met
2. Keep management and abreast of all competitor information.
3. Continually keep in contact with clients and suppliers.
4. Ongoing contact and negotiation with the major preferred suppliers.
5. Duty travel as required.
6. To attend company conferences.
7. Duty travel as required including site visits and on site event management
8. To attend company conferences, buzz nights and other company activities

PERSON SPECIFICATION

Skills (Qualifications, Competencies)

1. Highly motivated
2. Demonstrated ability to lead and drive an event management team
3. Strong understanding of the MICE business from an operational perspective
4. Negotiating skills
5. Extensive presentation skills
6. Exceptional written and verbal communication skills at all levels
7. Conflict resolution
8. Analytical
9. Ability to accept responsibility
10. Exceptional attention to detail
11. Strong organisational skills – highly methodical, accurate and deadline driven
12. Excellent customer service focus
13. Knowledge of and experience in using Events Pro or similar event management software and airline reservation systems is desirable
14. Computer literate (ie. Word, Excel, PowerPoint)

Experience

1. A minimum of 5 years demonstrated event, conference and incentive management experience
2. Sales or Account Management experience
3. Demonstrated customer service experience
4. Demonstrated effective customer service skills

Knowledge

1. A knowledge of all major supplier deals and contacts in EMEA and MICE based destinations throughout the world (desirable)

CIEVENTS VISION: Our People. Our Business

Trust, Talent and Spirit are integral to our customers, our people and our organisation, fuelling commitment to innovative strategies and success. Our inspiration is to create and add m.a.g.i.c. across all of our marketing platforms and to be the global benchmark.

- ⇒ To realise our **VISION** to be recognised as the industry events leader – valued by clients, respected by the community, sought after as an employer and admired by our competitors.
- ⇒ To maintain the utmost **RESPECT FOR PEOPLE**, whether we work with them or not.
- ⇒ To conduct ourselves with **INTEGRITY** in all our dealings, whether large or small.
- ⇒ To approach our business with the appropriate **SENSE OF URGENCY** at all times. We never forget that our customers are waiting.
- ⇒ To understand that through **NETWORKING** we can work to eliminate barriers, exchange knowledge, and encourage new ideas.
- ⇒ To seek out and nurture **CREATIVITY** in everything we do.
- ⇒ To **EMPOWER** people to rely on their own judgement and initiative.
- ⇒ To have the **COURAGE** to seek and accept change.

The way our team embraces our Values and Vision in their daily interactions with colleagues and customers plays a key role in our corporate culture, which we believe is a key competitive advantage. The momentum created by this culture helps drive our growth and success