



Business Development Manager

MICE

Position Description

PURPOSE

Primary focus is on promoting all Majestic Hotels properties for the purpose of increasing sales revenue in the intrastate, interstate and international leisure, corporate and group markets.

POSITION OBJECTIVES

- DEDICATION - To increasing and maintaining Majestic Hotels share of the South Australian accommodation market
- COMMITMENT AND CONSISTENCY – Maintain a consistent approach to ensure the highest levels of service and product are delivered through excellence.
- ACCOUNTABILITY – Through a disciplined approach maintain a culture of self-accountability within the team to ensure the company vision and values are achieved.
- DISPLAYED INITIATIVE – Ability to follow direction and tasks while recognising when attention is needed in other areas and attending to them with the appropriate level of priority.
- COMMUNICATION – Effective communication skills incorporating a collaborative approach including confidence, professionalism and an empathetic approach with internal and external stakeholders.
- PROFESSIONALISM – Consistent approach when collaborating with all levels of staff, customers and external sources.
- TIME MANAGEMENT - Accountability to achieve all tasks in a timely and efficient manner to ensure customer service levels are maintained at the highest level.
- ANTICIPATORY SERVICE – Identify and service customer's needs before they ask.
- ACHIEVE COMPANY VISION – Achieve our purpose to build true and lasting customer and staff loyalty.

KEY RESPONSIBILITIES

- Develop and implement a sales activity plan for the purpose of sourcing and securing Leisure, Association and Corporate Group business.
- Dedication to increasing and maintaining Majestic Hotels share of the South Australian accommodation market
- Develop and maintain relationships with our valued clients.
- Aim to build a solid base of bookings annually for Majestic Hotels whilst maintaining solid yield and improved financial performance on results achieved in previous years.

Client Relationship Management

- Qualification and solicitation of existing and new accounts with a key focus on leisure, association and corporate group business.
- Maintain an organised and professional plan for correspondence and follow up
- Manage strong relationships with senior decision makers from corporate and leisure accounts, PCO's, event planners, conference managers, travel management companies, boutique travel agents and MICE websites.
- Undertake entertainment activities for the purpose of promoting Majestic Hotels. All of this with pre-approval being required from the Sales and Marketing Manager
- Maintain positive working relationships with all lead sources, for example, ACB, TiCSA, SATC, Tourism Australia, National Wine Centre, Adelaide Convention Centre and Meetings & Events Australia, Ayers House, Adelaide Oval, Adelaide Festival Centre, in conjunction with the Sales and Marketing Manager
- Utilise the CRM tool, Monday, as an account management/organisational tool and communication tool with the broader Team
- Prepare, present and negotiate MICE RFP's and tenders for Majestic Hotels

Administrative Tasks and Procedures

- Conduct all sales related interactions with the highest level of professionalism while maintaining specified Majestic Hotels standards
- Follow site inspection procedure as established by Sales and Marketing Manager
- Responsible for rate loading and regular rate loading audits
- Adhere to agreed response time for enquiries and proposals
- Maintain accurate and detailed records of call contracts secured. Ensure this information is distributed to Property Manager and other relevant Majestic Hotels and Majestic Hotels staff

Reporting and Communication

- Submit to the Sales and Marketing Manager a report detailing the specific sales activity undertaken and challenges at the end of each month, and the result of this activity compared to Sales and Marketing strategy objectives as required.
- Advise the team of any major shifts in business generated from the list of top accounts on a monthly basis be it positive or negative
- Attend weekly Sales and Marketing meetings and communicate work undertaken and main objectives for the coming week or month
- Advise Sales and Marketing Manager immediately of any guest/customer complaints so prompt corrective action can be taken where appropriate
- Assist with setting of rates for Groups, in conjunction with the Sales and Marketing Manager and Groups Sales Manager.
- Regularly check individual performance against agreed KPIs to ensure you are on track to exceed targets

Entrepreneurial

- Continually identify opportunities to showcase Majestic Hotels
- Explore and implement opportunities to generate additional revenue through repeat clientele
- Inspire others by sharing your WINS

Outbound Sales

- Promote business for other Majestic Hotels
- Refer leads to Majestic Hotels Sales and Marketing Team

Sales and Market Share Strategy

- Implementation of a rolling sales activity plan, in conjunction with the Sales and Marketing Manager, including minimum number of joint sales calls, face to face meetings, site inspections, new and existing business calls and networking events.
- Coordinate all sales related activity through the direction of the Sales and Marketing Manager.
- Participate in trade shows, networking and industry events.
- Promote awareness to corporate groups' contacts, incentive, association markets and agents by providing product updates and presentations.
- Use Prezi on iPad as a key sales tool for events
- Develop and execute an ongoing prospecting and customer qualification plan
- Acquisition of new business by mapping specific industry, location and buying tendencies
- Utilise excellent knowledge and awareness of the principal competition, including contracted rates, for each market segment to take advantage of hotel's strengths against each competitor. Regularly mystery rate shop competitor hotels
- Promote local awareness through maintaining relationships with Travel Management Companies, Conference Bureaus and tourism authorities

Rooms and Revenue

- Negotiate contract specifics to achieve maximum profitability while satisfying customer needs
- Review provide comment and complete actions (where applicable) Majestic Hotels a) Daily Arrival Reports, b) Forecast Reports, c) Group Reports and d) Competitor reports.
- Meet and greet VIP guests on check-in and advise Sales and Marketing Manager.
- Assist the Sales and Marketing Manager and Leisure Sales Manager in order to create leisure packages i.e.: Romance, Easter and Bed & Breakfast.
- In addition, in conjunction with the Sales and Marketing Manager, create package offers and incentives for the Meetings, Incentive, Conference and Events market. In addition to accommodation packages and special events to showcase - to increase revenue and showcase the hotel.
- Monitor and analyse performance of locally contracted accounts to ensure they are on track to achieving room and revenue goals

Sales Trips

- Coordinate, plan and conduct, maximise occupancy and average rate of hotel (with Corporate, Leisure and Groups Sales Managers) regional and interstate sales trips for the purpose of increasing sales, developing new client and agent relationships, strengthening existing relationships and promoting Majestic Hotels
- Provide the Sales and Marketing Manager with an itinerary prior to commencing your trip detailing which clients you will be meeting.
- Submit projected sales trip expenses to the Sales and Marketing Manager for approval prior to spending/departure.
- Provide the Sales and Marketing Manager with a detailed report upon your return including feedback received and action required.
- Submit actual sales trip expenses to the Sales and Marketing Manager upon return from all sales trips.
- Undertake follow up activity resulting from the sales trips, including preparing new contracts and passing on any feedback received from existing clients to the relevant property/department.

Undertake Sales and Marketing Activity to increase Sales

- In conjunction with the Sales and Marketing Manager, implement and co-ordinate sales activities to increase bookings for Majestic Hotels, through (but not limited to) the following activities:
 - Using directories, publications and the Internet to identify leads
 - Attend Expos, Tradeshows and Workshops
 - Provide Agent Updates
 - Undertake client entertainment and attend networking events for the purpose of building new and maintaining existing client relationships
 - Qualify leads
- In conjunction with the Groups Sales Manager maintain a PCO contact schedule whereby PCO's are contacted on a regular basis (by phone or in person) to ensure they keep Majestic Hotels 'front of mind' for the referral/direct bookings of their clients
- Foster highly effective relationships with Adelaide venues that do not offer accommodation.

Other

- Work with other Sales team members when requested by the Sales and Marketing Manager, for cross selling of products
- Support / back-up other Sales and Marketing Department members as needed in times of absence be it for leave, events, sales trips etc.
- Assist Sales and Marketing Manager with marketing activities, such as but not limited to- Blog, print collateral, website updates, publications, online listings

**ORGANISATIONAL
RELATIONSHIPS**

- Report directly to the Sales and Marketing Manager
- Work closely with Corporate/Leisure and Groups Sales Managers collaboratively
- Working as required with:
 - Property Managers
 - Revenue and Reservations Manager
 - Front Office / Rooms Division Managers
 - Reservations Coordinators
 - Functions Sales Executive
 - Department Heads at all Majestic Hotels sites

SKILLS**Required****EXPERIENCE****QUALIFICATIONS****KNOWLEDGE**

- Exceptional time management skills and ability to prioritise workload
- Accuracy of work and ability to manage multiple tasks and meet deadlines
- Strong attention to detail
- Ability to work under pressure
- Excellent negotiation and communication skills
- Proficiency in PC skills including Microsoft, PowerPoint & Excel
- The ability to work independently with initiative
- Problem solving ability through use of initiative
- Effective and efficient use of available resources
- Efficient management of financial transactions
- Driver's license and own vehicle

SKILLS**Highly Desirable****EXPERIENCE****QUALIFICATIONS****KNOWLEDGE**

- Prior experience within the Tourism and Hospitality Industry (preferably in a reservations or sales role) or a sound knowledge of the Tourism and Hospitality Industry including distribution channels and markets
- A good understanding of how a hotel operates
- Solid grasp on the importance of balancing yield and occupancy
- Demonstrated ability to follow a sales strategy and close a sale
- Demonstrated ability to achieve sales revenue targets
- Experience using Opera and Siteminder
- A genuine “hunger” to convert business
- Able to relate to people at all levels
- High level of personal presentation
- Reliable, honest and company focussed
- Consultative sales style
- Warm, friendly and approachable
- Proactive and goal focussed
- Motivated, confident and decisive

VALUES

Demonstrate a work ethic, attitudes and values compatible with Majestic Hotels vision and values, specifically: -

- Passion for our brand, products, staff, guests and industry
- Professionalism at all times
- Commitment to quality customer service standards and values
- Respect and value of each and every team member across our group
- High level of communication skills characterised by patience, clarity and empathy at a personal, written and telephone level
- Flexibility and adaptability to handle changing work environments and the ability to support others in an environment of change
- High level of interpersonal skills
- An attitude to work within Workplace Health and Safety requirements

VISION STATEMENT

“our purpose as a company”

Majestic Hotels purpose is to build true and lasting customer & staff loyalty.

We recognise that to truly loyal customers we become the **hotels of choice** and to truly loyal staff we become the **employer of choice!**

VALUE STATEMENT

“what we stand for as a company”

Majestic Hotels values are what we believe in; they guide what we do each and every day.

Our customer values -

- CONSISTENTLY DELIVER GREAT PRODUCTS – achieve consistent focus towards maintenance & upkeep of physical product
 - PROVIDE THEM THE ATTENTION THEY DESERVE – recognise them early!
- PROVIDE REGULAR ANTICIPATORY SERVICE – identify & service customers needs before they ask
- DELIVER A CONSISTENT SERVICE STANDARD – all staff + all departments + all products
- APPROACH OF CONTINUOUS IMPROVEMENT - by all staff toward product and service

Our staff values-

- PROVIDE OPPORTUNITY – to a highly diverse range of the community, with varying skill levels, respecting those choosing to earn a secure income, as well as those who in addition wish to build a career
- EMPOWERMENT + ACCOUNTABILITY + COLLABORATION – an environment where not only the most senior make decisions; where we all accept responsibility for our individual performance whilst working collectively as a true team
- RESPECT + VALUE – display genuine respect for each other, truly valuing each and every team members contribution no matter the role
- PROFESSIONALISM – conducting ourselves in a professional manner at all times
- DEVELOPMENT – provide clear direction on purpose & function, deliver adequate training, conduct regular appraisals, provide recognition when due & display continuous support

PEOPLE ARE OUR BUSINESS – OUR SUCCESS DEPENDS ON THEM!

I have read and understood the requirements of the role as outlined in this position description.

Employee Name

Employee Signature

Date