

# Job Description:

## Business Development Manager – MICE



Function:	Sales
Job:	Pro-active Sales
Position:	Business Development Manager
Job holder:	N/A
Date (in job since):	N/A
Immediate manager (N+1 Job title and name):	Head of Sales
Additional reporting line to:	
Position location:	Edinburgh

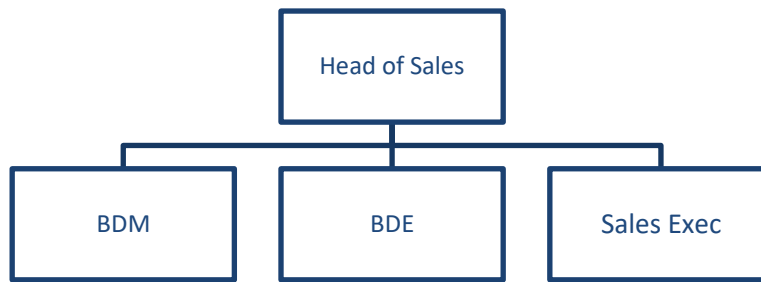
### 1. Purpose of the Job – State concisely the aim of the job.

- To achieve defined sales objectives and targets in Scotland region through a targeted new business sales strategy
- To work to the UK Sales Strategy and demonstrate a high performance sales culture representing Heritage Portfolio and achieving agreed targets.
- To carry out pro-active sales activity in Scotland to drive new sales opportunities into the venues the HPL Scotland venues
- To work with the wider Heritage Portfolio team and immerse yourself in the business
- To support continuous growth and development across Scotland with high levels of engagement, superb morale and motivation and to work seamlessly with the wider sales team

### 2. Dimensions – Point out the main figures / indicators to give some insight on the “volumes” managed by the position and/or the activity of the Department.

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|-----------------|---|
| Characteristics | <ul style="list-style-type: none"> <li>▪ Personal Target - £500,000</li> <li>▪ Number of venues – circa 11</li> <li>▪ Geographic Region – Scotland</li> <li>▪ Number of direct reports – 0</li> <li>▪ Number of indirect reports – 0</li> </ul> |
|-----------------|---|

**3. Organisation chart** – Indicate schematically the position of the job within the organisation. It is sufficient to indicate one hierarchical level above (including possible functional boss) and, if applicable, one below the position. In the horizontal direction, the other jobs reporting to the same superior should be indicated.



**4. Context and main issues** – Describe the most difficult types of problems the jobholder has to face (internal or external to Sodexo) and/or the regulations, guidelines, practices that are to be adhered to.

**Service Client & Guest Care**

- Adhere to company values, standards and procedures at all points and ensure they are accurately implemented within the team. To be actively monitoring such to ensure all criteria is met
- To support and encourage a high performing sales culture with a focus on service excellence creating a motivating and exemplary sales experience for all clients at all points
- Ensure that company and sales standards of performance are adhered to at all times
- Seek every opportunity to sell the venue portfolio, thinking creatively and generating new ideas, in order to grow the business and enhance revenue and profitability
- Ensure the sales pipeline is utilised accurately and the outcome of each lead is maximized at all points
- Work with the wider sales & marketing team to create and execute a tactical sales plan
- Participate in cultivation events, FAM trips and sales missions in line with agreed KPI's
- Initiate, encourage and actively engage in pro-active selling and have a pro-active approach to identifying new business via appropriate channels and targeting
- Record all customer data and sales activity in Salesforce adhering to GDPR guidelines.
- Be knowledgeable about all sites in order to cross sell and efficiently communicate with peers in the company to maximise sales opportunities.
- Play an active part of the Scottish events market and community and attend such events to promote the business and make connections
- Build and enhance long term client relationships to enhance the retention of current clients and customers, gain referrals for new business and attract new customers.

**People Management:**

- Work with the management team to ensure the agreed procedures and policies are faithfully followed
- Comply with all statutory company policies and procedures to enhance employee engagement and ensure the Company retains Investors in People accreditation.
- Maintain excellent and professional relationships with all internal and external clients at all times
- Carry out any other duties as may be required under the direction of your manager, which is reasonably within your scope and commensurate with your status and duties. Including working some out of normal office hours when required
- Behave in a proper and professional manner at all times as a representative of Heritage Portfolio

**Quality and Detail:**

- Fully comply with all Company and client policies, site rules, statutory regulations and working practices.
- Achieve personal KPI's and objectives. Review on a quarterly basis as part of the performance review process

- To understand the dynamics of the local market and the demand generators, and the effect this has on our business and react to such information in a pro-active way
- Fully participate in team meetings in order to ensure effective communication is maintained between the teams

#### **Financial Management:**

- Achievement of targets set with personal KPI's

Ensure that all the Company's and client's property, equipment and monies under your control are safe and secure at all times

### **5. Main assignments** – Indicate the main activities / duties to be conducted in the job.

- Achievement of budgeted sales targets and KPI's
- Research and Identify new sales leads who have the potential to place business in the HPL Scotland venues
- Record and report ROI for all sales activities
- Maintain fruitful relationships with existing clients to ensure repeat business and growth of accounts
- Achieve personal sales target of £500,000
- Encourage a pro-active and motivating sales environment
- Develop a strong LinkedIn presence and build online network
- Identify sales opportunities by having a strong presence within the Edinburgh MICE market
- Support HOS in data and content collection for new venue bids
- Attend FAM trips and networking events
- Ensure you have a strong pipeline of opportunities and effectively manage the sales journey
- Plan and oversee new ways to showcase Heritage Portfolio to prospective and new clients
- Conduct site visits and support the wider sales and event design team
- Develop strong internal stakeholder relationships
- Establish relationships with key city partners in order to obtain referrals and collaborate on sales missions

### **7. Person Specification** – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively

- A track record in the Events Industry in particular event sales
- Previous experience in the MICE market
- Knowledge of the event market in Scotland
- Ability to work under pressure and deliver results
- Ability to prioritise and handle multiple tasks
- Confident, ambitious and passionate with the ability to use own initiative
- A good researcher, negotiator, and client focussed approach
- Ability to build excellent client relationships
- Excellent telephone manner
- Excellent communication verbal & written skills
- Team player with a 'can do' attitude

### **8. Competencies** – Indicate which of the Sodexo core competencies and any professional competencies that the role requires

<ul style="list-style-type: none"> <li>■ Growth, Client &amp; Customer Satisfaction / Quality of Services provided</li> </ul>	<ul style="list-style-type: none"> <li>■ Leadership &amp; People Management</li> </ul>
<ul style="list-style-type: none"> <li>■ Rigorous management of results</li> </ul>	<ul style="list-style-type: none"> <li>■ Innovation and Change</li> </ul>
<ul style="list-style-type: none"> <li>■ Brand Notoriety</li> </ul>	<ul style="list-style-type: none"> <li>■ Business Consulting</li> </ul>
<ul style="list-style-type: none"> <li>■ Commercial Awareness</li> </ul>	
<ul style="list-style-type: none"> <li>■ Employee Engagement</li> </ul>	
<ul style="list-style-type: none"> <li>■ Learning &amp; Development</li> </ul>	

**9. Management Approval** – To be completed by document owner

Version	V4	Date	20/12/2023
Document Owner			

**10. Employee Approval** – To be completed by employee

Employee Name		Date	
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