

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

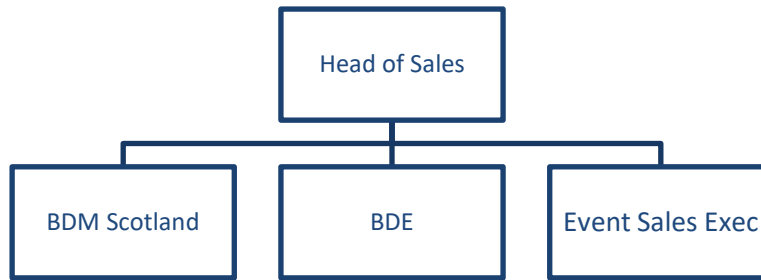
1. Purpose of the Job – State concisely the aim of the job.

- To achieve defined sales objectives and targets in Scotland through a targeted new business sales strategy
- To be out in the field selling the majority of the week representing Heritage Portfolio at all times
- To carry out pro-active sales activity in order to build a healthy sales pipeline, win market share and grow existing accounts to ultimately achieve venue sales budgets
- 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, dedication 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"> ▪ Annual financial target and monthly KPIs ▪ Number of venues – circa 10 ▪ Geographic Region – Scotland ▪ Number of direct reports – 0 ▪ Number of indirect reports – 0 |
|-----------------|---|

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.

Relationship Building & Client Management

- 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
- Ensure that company values 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 you have a healthy sales pipeline and maximise each lead to ensure you are meeting a high conversion rate
- 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 wider sales team maximise sales opportunities.
- Play an active part in the Scottish events industry by attending industry meetings and events and by engaging with membership platforms
- Build strong city partner relationships and educate yourself on Edinburgh as an events destination which will enhance your selling approach with potential customers
- Build and enhance long term client relationships to enhance the retention of current clients, growth of spend with current clients, gain referrals for new business ultimately attract new customers
- Spend time building up knowledge on the company key accounts and potential key accounts in order to fully understand their needs and how we can provide them with a solution to all their event needs
- Regularly engage with internal stakeholders
- Have an active presence on LinkedIn to promote Heritage Portfolio and yourself as an individual. Use this platform efficiently to engage with clients and build relationships

Reporting:

- Achieve annual financial target set out by HOS
- Track and monitor monthly KPIs set out by HOS and report back to the business on a monthly basis
- Contribute to monthly and annual business reviews, as requested by HOS
- Produce a monthly sales activity report which will be used in sales and marketing meetings
- Ensure CRM system is always accurate and up to date and adhere to GDPR policy
- ROI from FAM trips, networking events and exhibitions should be tracked and reports created for HOS and wider business
- Review and analysis of the BOB and movement on a weekly basis

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

- Achievement of financial sales target and KPI's
- Research and identify new sales leads who have the potential to place business in the HPL Scotland venues
- Have a strong presence within the Edinburgh MICE market by being customer facing at all times; client meetings, client entertaining, presentations of the portfolio, site visits, FAMs, industry exhibitions and networking events will form a key part of your week
- Work on a sales strategy and sales action plan to drive new business into the Scotland venues
- Record and report ROI for all sales activities undertaken
- Ensure you have a strong pipeline of opportunities and effectively manage the sales journey
- Establish relationships with key city partners in order to obtain referrals and collaborate on sales missions
- Regular regional travel will be required across the portfolio and to client offices, trade shows, exhibitions and other ad-hoc sales activity

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
- Proven success in achieving sales targets
- Previous experience in the MICE market
- Energised individual who thrives by being out in the market making new connections
- Financial reporting and commercial understanding
- 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 communication verbal & written skills
- Foodie passion
- Excellent time management and organisational skills in order to prioritise various job demands

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

▪ Growth, Client & Customer Satisfaction / Quality of Services provided	▪ Leadership & People Management
▪ Rigorous management of results	▪ Innovation and Change
▪ Brand Notoriety	▪ Business Consulting
▪ Commercial Awareness	
▪ Employee Engagement	
▪ Learning & Development	

9. Management Approval – To be completed by document owner

Version	V4	Date	11/04/2025
Document Owner	Kimberly Barr		

10. Employee Approval – To be completed by employee

Employee Name		Date	
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