

JOB DESCRIPTION

Position: Business Development Manager

Location: ACC Liverpool

Responsible to: Catering Services Director

Responsible for: Head of Account Management

Main Objectives:

Support the long-term sales strategy in line with the overall strategic business goals. Accurately forecast and manage all business revenue streams and maximise new business opportunities. Working with ACC Liverpool and Sodexo Live! Senior Management, Sales and Operational teams to increase sales opportunities and thereby maximise revenue. Ensure full support is given to the Head of Account Management in effective delivery of all sales and event planning.

Duties and Responsibilities:

1. Work closely with the ACC Liverpool Sales Director and sales team to secure new business and maximise the catering revenue.
2. Think creatively and contribute ideas for the sales and marketing plan of ACC Liverpool and Sodexo Live! UKI in order to grow the business.
3. Support, lead and drive through strategic plans with the ACC Liverpool
4. Responsible for creating & delivery of core conference brochure, working collaboratively with the Executive chef, CSD and Account management team to achieve this
5. Maximise additional revenue, generated through up-selling to clients in all aspects of our catering operation.
6. Keep up to date with new market innovations and any strengths and weaknesses of venue competitors.
7. Keeping ahead of industry insight and competitor activity within conference and exhibition sectors and wider catering innovations
8. Keep clear records and regular assessments of competition pricing to ensure we remain competitive in our market sector and have figures to hand for annual price review and collateral updates.
9. Attend external events, both local and national with the purpose of selling, networking, gathering sales prospects and representing ACC Liverpool & Sodexo Live!
10. Manage and control the forecasting for all projected and live business with the support of the Senior Account Manager. Communicate any changes to forecasts to the Commercial Accountant.

11. Consistently delivery and exceed sales targets and KPI's as well as developing existing client relationships.
12. Attend client meetings during the sales process to establish relationship and ensure full understanding of their needs.
13. Ensure a seamless handover from sales process to allocated Account Manager to each event.
14. Monitor the process at site level for regular communication with clients ensuring key information is exchanged where appropriate, keeping a detailed record of all meetings held.
15. To oversee client liaison holistically once an event has been confirmed to maintain the client relationship via regular updates from Account Management and operational teams.
16. Integrate yourself into the ACC Liverpool Sales team to support the partnership between the two organisations.
17. Be an ambassador of ACC Liverpool culture and drive the vision.
18. Drive the delivery of a high-performance culture across the team.
19. Maintain good interdepartmental communications between all members of the team to ensure pre-planning of events is organised effectively with first class standards maintained.
20. Provide practical assistance when necessary to promote the smooth running of the business on an on-going basis.
21. Being creative in exceeding client's needs to enable successful event delivery
22. Conduct regular performance reviews with direct reports, ensuring appropriate training and development is provided.
23. Participate in all aspects of training and development as directed and use all relevant opportunities to improve personal skills so as to improve effectiveness and efficiency of service delivery.

Knowledge, Skills & Experience:

1. Proven track record in delivering growth and exceeding sales targets in a related industry/role
2. Strong negotiator and influencer
3. Confident networker
4. Ability to speak to a room and present as and when required
5. A good understanding of P&L's
6. Food & Beverage operational background preferred
7. Creative, energetic and target driven.
8. Outstanding customer service and communication skills.
9. Ability to creatively source and target new clients.
10. Strong commercial and financial acumen.
11. Organised, able to multi-task, ability to manage workload and work to deadlines.



- 12. Excellent written and verbal English skills.
- 13. Proficient in PowerPoint, Excel & Microsoft Office.
- 14. Significant experience in similar role.