

Job Description:
Business Development Manager – MICE

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| Function: | Sales |
| Job: | Pro-active Sales |
| Position:  | Business Development Manager (MICE Market) |
| 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: | UK Sales Director |
| Position location: | Edinburgh |
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| 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 sales plan and proactive management of key account performance and activities.
* To work to the UK Sales Strategy and demonstrate a high performance sales culture representing Prestige Venues & Events (PVE) and achieving agreed targets.
* To carry out pro-active sales activity in Scotland to drive sales into the venues, win market share and increase penetration of key accounts.
* To work with the MICE team to execute a sales strategy to drive growth and provide our customers with a motivating and exemplary sales experience at all points
* 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
* To support the continuous development and growth of PVE across the UK.
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| 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. |
| Characteristics  | * Target - £1+ million (£500k new business / £500k key accounts)
* Number of venues – circa 20
* Geographic Region – Scotland
* Number of direct reports – 0
* Number of indirect reports – 0
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Draft. Version: 27-03-2014

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| 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. |
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| **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 the guest and 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 points.
* Seek every opportunity to sell the PVE portfolio, thinking creatively and generating new ideas, in order to grow the business and enhance revenue and profitability.
* Ensure the outbound sales pipelines is utilized accurately and the outcome of each lead is maximized at all points
* Work with the PVE sales & marketing team to create and execute a tactical sales plan for your region.
* Conduct cultivation events and sales presentations 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 PV&E sites in order to cross sell and efficiently communicate with peers in the company to maximize sales opportunities.
* Be an active part of the Edinburgh and Scotland events market and community and attend such events to promote the business and make connections

**Leadership and People Management:*** To encourage and support the enforcement of a motivating sales environment for the team in order for us to achieve a high performing sales culture within the business
* Working closely with the wider sales team to ensure good working relations are maintained and that the best interests of the company are always priority
* 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
* Be the predominant customer facing ambassador of PVE in the Scotland market
* Behave in a proper and professional manner at all times as a representative of Sodexo

**Quality and Detail:*** To understand the dynamics of the local market and the demand generators, and the effect this has on profit and our business and react to such information in a pro-active way
* Adhere to all sales budgeting and ROI targets set by the UK Sales Director
* Fully participate in team management meetings in order to ensure effective communication is maintained between the teams

**Financial Management:*** Achievement of budgeted sales targets and KPI’s
* Analysis of the results by market sectors; service, nationality and other appropriate measures including narrative identifying trends
* Ensure all data in salesforce is kept up to date with relevant sales performance information
* Ensure that all the Company’s and client’s property, equipment and monies under your control are safe and secure at all times
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| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| * Achievement of budgeted sales targets and KPI’s
* Create and develop a key account customer list based on target markets driving market share to PVE venues
* Record and report ROI for all sales activities
* Research and identify pro-active sales to generate new business for PVE
* Achieve personal KPI's to be agreed with Line Manager
* Encourage a pro-active and motivating sales environment
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| 6. Accountabilities – Give the 3 to 5 key outputs of the position vis-à-vis the organization; they should focus on end results, not duties or activities. |
| * Achieve sales targets and set KPI’s
* Ensure all salesforce dashboards are kept up to date
* Work on sales strategy and action plans to drive growth and awareness
* Actively seek new opportunities to develop the business in order for us to increase revenue
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| 7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| Excellent business relationship skillsProven success in achieving sales targetsWorking with key stakeholders internally and externally to achieve targets and attending internal and external review meetings to present the sales strategy and ongoing activity and resultsProven success in developing and executing pro-active sales initiatives with the desired resultsPrevious experience in the MICE marketDetailed knowledge of the Edinburgh and rest of Scotland events marketStrong personal industry networking including corporates and agenciesExcellent negotiation skillsAbility to create excellent client relationships |

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| 8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires |
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| * Growth, Client & Customer Satisfaction / Quality of Services provided
 | * Leadership & People Management
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| * Rigorous management of results
 | * Innovation and Change
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| * Brand Notoriety
 | * Business Consulting
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| * Commercial Awareness
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| * Employee Engagement
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| * Learning & Development
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| 9. Management Approval – To be completed by document owner |
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| Version | V4 | Date  | 4th November 2021 |
| Document Owner | Kimberly Barr |

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| 10. Employee Approval – To be completed by employee |
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| Employee Name |  | Date |  |

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