

# Business Development Manager Position Description



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**PURPOSE**

Responsible for maximising MICE, CORPORATE & GOVERNMENT room sales for Majestic Hotels & Apartments portfolio of six properties.

**POSITION OBJECTIVES**

- DEDICATION - To increasing and maintaining Majestic Hotels & Apartments 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.

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## KEY RESPONSIBILITIES

### Client Relationship Management

### Administrative Tasks and Procedures

- Maximise MICE, CORPORATE and GOVERNMENT room sales for portfolio of six properties.
  - Develop and implement a sales activity plan for the purpose of sourcing and securing MICE [Leisure and Corporate Groups], CORPORATE and GOVERNMENT business.
  - Increase Majestic Hotels & Apartments share of the South Australian accommodation market.
  - Build a sound base of bookings, whilst maintaining solid yield and further improving YOY financial performance.
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- Foster relationships with decision makers in-order to grow revenue and profit.
  - Further develop relationships with current accounts and their travel agents and PCOs.
  - Develop and implement an effective plan for all correspondence and follow up.
  - Manage strong relationships with senior decision makers from government, corporate and leisure accounts, PCO's, event planners, conference managers, travel management companies, and GOVERNMENT and MICE websites.
  - Undertake entertainment activities for the purpose of promoting Majestic Hotels & Apartments.
  - Maintain positive working relationships with all lead sources i.e.: Government Departments [Federal and State] and their respective Travel Management Companies and for the MICE market: ACB, TiCSA, SATC, Tourism Australia, National Wine Centre, Adelaide Convention Centre, Meetings & Events Australia, and Adelaide Festival Centre.
  - Prepare, present, and negotiate CORPORATE, GOVERNMENT and MICE rate submissions, RFP's, and tenders for Majestic Hotels & Apartments.
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- Conduct all sales related interactions with the highest level of professionalism while maintaining specified Majestic Hotels & Apartments standards.
  - Follow site inspection and follow up procedures
  - Implement quarterly audit of Corporate, Government and MICE rates.

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### **Administrative Tasks and Procedures**

- Utilise the CRM tool, 'Monday', as an account management, project management and communication tool with the team.
- Maintain accurate and detailed records of rates submitted and contracts secured. Ensure this information is distributed to relevant Majestic Hotels & Apartments personnel.

### **Reporting and Communication**

- Each month submit a report detailing sales activity and results.
- Advise all major shifts in business generated from the list of top accounts, be it positive or negative.
- Attend weekly Sales and Marketing meetings and communicate work undertaken and advise objectives for the forthcoming week.
- Immediately advise Director of Sales and Marketing of any customer or client complaints to ensure prompt corrective action can be taken where appropriate.
- Assist Director of Sales and Marketing to set Corporate, Government and Group rates.
- Regularly check individual performance against agreed KPIs to ensure you are on track to exceed targets.
- Explore and implement opportunities to generate additional revenue through repeat clientele.
- Inspire others by sharing your wins and the team's wins.

### **Entrepreneurial**

- When you see opportunities, you find innovative ways to do things.
- Bring your solutions to the team for discussion and where viable for implementation.

### **Outbound Sales**

- Promote business for all Majestic Hotels & Apartments.
- Refer leads to the Sales and Marketing Team.

### **Sales and Market Share Strategy**

- Implement a rolling sales activity plan, inclusive of joint sales calls, face to face meetings, site inspections and networking events.
- 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.

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### **Sales and Market Share Strategy**

- 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/or complete actions as reflected in Majestic Hotels & Apartments a) Daily Arrival reports, b) Forecast reports, c) Group and Government market segment reports and d) Competitor reports.
- Meet and greet VIP guests on check-in.
- Assist the Sales and Marketing Manager in the creation of leisure packages i.e.: Romance and Mother's Day.
- Assist with the creation of package offers and incentives for the Corporate, Government market and MICE market 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
- Monitor and analyse performance of contracted accounts to ensure room and revenue goals are being achieved.

### **Sales Trips**

- Coordinate, plan and conduct regional and interstate sales trips for the purpose of increasing sales, developing new client relationships, strengthening existing relationships and promoting Majestic Hotels & Apartments.
- Submit proposed itinerary and expenses for approval.
- Submit a report upon return including follow up.
- Submit actual sales trip expenses upon return.

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**Undertake Sales and Marketing Activity to increase Sales**

Implement and co-ordinate sales activities to increase bookings for Majestic Hotels & Apartments, through (but not limited to) the following activities:

- Using directories, publications, and the Internet to identify leads.
- Attend Expos, Tradeshows and Workshops.
- Undertake client entertainment and attend networking events for the purpose of building new and maintaining existing client relationships.
- Maintain a contact schedule to ensure Majestic Hotels & Apartments is 'front of mind' for quotes and bookings.
- Foster highly effective relationships with Adelaide venues that do not offer accommodation.

**Other**

- Work with other team members for cross selling of products.
- Support Sales and Marketing Department members and/or other team members as needed in times of absence be it for leave, events, sales trips or in times of need.
- Assist team to monitor and audit print collateral, websites, publications and online listings.

**ORGANISATIONAL RELATIONSHIPS**

- Report directly to the Director of Sales and Marketing
- Work collaboratively with the sales and marketing team.
- Working as required with:
  - Property Managers
  - Revenue and Reservations Manager
  - Front Office / Rooms Division Managers
  - Reservations Coordinators
  - Functions Sales Coordinator
  - Department Heads at all sites

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

- Exceptional time management skills and ability to prioritise.
- Accuracy 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.

**Highly Desirable**

- Three years Hotel business development experience and a proven record in converting new business.
- Sound knowledge of distribution channels and markets.
- An excellent 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 or similar PMS.
- A genuine "hunger" to convert business.
- Able to relate to people at all levels.
- High level of personal presentation.
- Reliable, honest and company focus.
- Consultative sales style.
- Warm, friendly, and approachable.
- Proactive and goal oriented.
- Motivated and confident.

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**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



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## **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!**

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

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Employee Name

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Employee Signature

\_\_\_\_\_  
Date