



Job Description

Job Title:	Hospitality Business Development Executive
Responsible to:	Head of Hospitality Sales
Job Purpose:	To generate and develop new business opportunities and increase net income for the Hospitality department
Main Responsibilities:	<p>To sell a sought after venue across varied market sectors through proactive sales activity</p> <p>The role will be focused on nurturing the existing client base as well as focusing on new business exploiting exceptional sales skills with effective and successful results.</p> <p>To actively convert customer enquiries into confirmed sales to develop future and repeat business contributing to the profitability of the venue</p> <p>To deliver the brand standards of outstanding customer service whilst ensuring a clear and effective line of communication is maintained within the sales team with the operational team and the rest of the venue</p> <p>Identifying and pursuing new business sales opportunities both by use of the company database, networking, B2B opportunities, exhibitions and client entertainment</p> <p>To generate events business from warm business leads and where possible new business contacts through attending face to face sales meetings in order to build lasting relationships</p> <p>Working with the Head of Hospitality Sales and marketing department to create inspirational and cost-effective proposals and pitching to the client/prospect</p> <p>Development and implementation of sales marketing campaigns and client entertainment</p> <p>Determining key requirements to enter new markets including undertaking marketing analysis, devising and implementing a sales and marketing strategy for the purpose of seeking out new business in all relevant sectors</p> <p>To work without constant supervision and willing to work outside the normal 9-5 with flexible working hours including some evenings and weekends to accommodate business needs</p>

	<p>Prepare proposals – obtain and bid for major new clients</p> <p>Event Development – Work closely with marketing department to schedule in annual PM events for our members and client entertainment</p> <p>Market Research – Analyse and research potential business growth and opportunities from current existing clients & create a prospect list for targeting. This list should be regularly revised which provides active leads that are identifiable on EP through the use of contact categories. Focusing on associations, corporates, local authorities/ government bodies etc to enable successful categorization of the differing market sectors</p> <p>Relationship Development – establish positive links with potential partners and stakeholders and target number of referrals for proposal</p> <p>Create a venue referral system – through building links and relationships with venues in the area set up and initiate a referral system.</p>
Key Relationships:	<ul style="list-style-type: none"> • Members/ clients • Suppliers • Internal market [IoD departments and branches]
Location:	116 Pall Mall
Hours:	40 Hours Per Week
Probation:	6 Months
Date Prepared:	February 2011

Person Specification

Qualifications/ Experience	<ul style="list-style-type: none"> • Graduate level ability • Solid experience in proactive sales, hotels or hospitality industry in a customer facing role
Knowledge/Skills	<ul style="list-style-type: none"> • Outstanding customer service • Complaint handling and conflict resolution skills • Previous experience of Events Perfect is advantageous
Key Personal Attributes	<ul style="list-style-type: none"> • Good personal presentation and professionalism • Good organisation and prioritisation skills • Strong administrative skills • Good verbal and written communication skills • Confident presentation skills • Strong interpersonal skills • Ability to work under pressure and to strong targets • The ability to manage own work load • Ability to use initiative to work alone or with a team