

JOB DESCRIPTION: National Business Development Manager

SEALINK TRAVEL GROUP

Position Title		
National Business Development Manager		
Position Number	Division	Reports to
SA216	Business Development	General Manager
Job Purpose		
<p>The National Business Development Manager (NBDM) is responsible for leading the growth of industry sales and developing new business sales opportunities through both trade and consumer direct initiatives for the full range of products within the SeaLink Travel Group including SeaLink South Australia, Captain Cook Cruises and SeaLink Queensland.</p> <p>The NBDM will lead a team of Business Development Executives to maximise all sales opportunities, proactively create new opportunities and achieve sales targets. A strong focus will be on developing and managing relationships with industry partners and working with them on business growth opportunities beneficial to all parties.</p> <p>As part of the Leadership team this position will play a key role in the development and implementation of our business development plan and providing input into strategic business growth and improvement decisions.</p>		
Key Accountabilities		
<p>Business Development and Planning</p> <ul style="list-style-type: none"> • Deliver frameworks for the creation of business development plans for individual trade partners • Create and manage an annual business development plan • Pro-actively identify new and different business opportunities to provide increased sales • Design an effective system to ensure the team provide accurate reports on existing and new business opportunities • Undertake a commission review on an annual basis to ensure sales reflect commission levels • Identify and develop new products and business opportunities with identified key target agents • Maintain up to date with all industry trends, issues and news • Work with SeaLink Queensland and Captain Cook Cruises key personnel to ensure all business opportunities for the entire SeaLink Travel Group are managed professionally and cross selling opportunities are maximised • Ensure that all of SeaLink and Captain Cook products obtain maximise focus and opportunities • Attend industry trade and consumer events along with networking opportunities and other relevant meetings/seminars • Develop a suite of 'special' offers on an annual basis that can be communicated effectively to eliminate last minute requirements 		

Industry Relationships

- Develop and maintain strong relationships with key industry partners including the State Tourism Authorities, other industry associations, operators and trade partners
- Manage the relationships with industry partners including negotiating of contracts, managing of commission structures, evaluation of industry discounts and familiarisations, ROI on co-operative marketing opportunities including brochure inclusion
- Provide strong SeaLink and Captain Cook representation at all times
- Undertake domestic travel to service industry partners and for other business development opportunities as required

Internal Communication

- Work closely with SeaLink and Captain Cook's product and marketing departments to ensure all sales opportunities are maximised with product partners and through marketing initiatives
- Ensure strong internal communication and work with the Sales Centre teams to assist them in understanding the market and our trade partners
- Work with the Training & Development Consultant to brief and train the Business Development teams on all products and identify other sales training requirements for the team
- Ensure strong internal communication between all areas of the business

Administration and Finance

- Assist in the development of the annual budget and ensure all expenses are managed
- Working closely with the Marketing Departments and Product Departments to develop, promote and create new products and experiences to increase revenue
- Provide market, industry and competitive analysis and stay informed of competitive products in the marketplace
- Ensure on time and accurate sales reporting is achieved and provided to the General Manager/s in line with expectations

Leadership

- Develop a strong sales culture and create mechanisms to ensure seamless communication within the department
- Lead a team of business development executives to achieve and exceed sales targets
- Develop sales targets for each team member and design and implement an incentive structure that meets the needs of both the business and the employee
- Provide strong coaching and mentoring of the business development team
- To recruit and induct all employees
- To conduct regular and timely performance appraisals and team meetings
- To identify personal development opportunities and coordinate training needs
- To lead by example at all times
- Regularly evaluate systems and processes to ensure that maximum efficiency is achieved

Corporate Support

- Contribute strategically to the growth of SeaLink Travel Group as part of the SeaLink South Australia Leadership team
- Ensure that operational and management issues are satisfactorily communicated and resolved.
- Actively participate as a member of the Leadership Team to ensure Business Plans are achieved and communication is strong

Key Performance Measures
<ul style="list-style-type: none"> • Strong leadership/ development of team • Achievement/exceeding of budgeted sales projections • Management of budgeted expenses • Quality and timeliness of input to company goals • Support of internal teams to ensure sales opportunities are maximised • Increase of sales both trade and direct • Development of new business development opportunities • Management of commission structures to minimise cost of sale however maximise sales growth • Return on investment of co-operative marketing campaigns • Work successfully with all areas of the business • Improved communication and efficiencies in the business development department • Successful selection and placement of travel products to market • Successful relationships with industry partners
Core Competencies/Skill Requirements
<ul style="list-style-type: none"> • Finance and Business acumen • Clear strategic mindset with analytical focus • Proven leadership skills at a high level • Sales Management and negotiation skills • Rapport and relationship building at commercial level • Ability to communicate, present and negotiate at all levels • Innovation and creativity • Results driven • Marketing and product development skills • Strong interpersonal and communication skills • Ability to work autonomously • Project management skills, problem solving, organisational and planning skills • Advanced computer literacy • Demonstrated ability to improve efficiencies • Change management • Knowledge of the internet and how to maximise sales opportunities • Business plan and report writing skills • Ability to travel intrastate, interstate and internationally

Qualifications/Experience
<ul style="list-style-type: none"> • Experience as a Business Development Manager in the tourism/travel industry • Demonstrated ability to lead and manage a successful sales focussed team • Experience utilising the internet as a sales vehicle • Experience using Microsoft Powerpoint, Word and Excel • High level contract negotiation experience • Marketing and product development experience

Organisational Chart – Available on request		
Authorised by: Name: _____ People and Culture Consultant	Signed:	Date:
Approved by: Name: _____ General Manager	Signed:	Date:
Accepted by: Name: _____ Business Development Manager	Signed:	Date: