

Job Title: Business Development Coordinator – Pacific			Region Asia Pacific
Dept. Business Development – Asia Pacific			Written By Matthew Burke
Date Created January 2018	Review Date	Reviewed By	
Position in Organization <ul style="list-style-type: none"> • Reports To: Regional Manager, Pacific • Directly Supervises: None • Indirectly Supervises: None 			
Main Purpose of Job <p>Continue to support STR’s position as a must have data source within the accommodation industry for the Pacific region. That covers Australia, New Zealand and the Pacific Islands. This entails engaging new clients to the benefits of benchmarking, growing participation, engaging new and existing client’s application of additional products. Equally growing the use of STR products for industry partners (non-data providers) who are existing or new clients.</p> <p>Core responsibilities will be across multiple areas including administration, marketing, presentation preparation, and prospecting. To be successful you will need to be confident in engaging new clients to the benefits of benchmarking and STR’s products.</p> <p>STR is a global company that prides itself with a family attitude where each individual can and will have a vital impact on our progress and growth. Each team member needs to manage their own time effectively with a great deal of autonomy but still be able to connect, engage and draw advantages of the wider team.</p>			

Key Responsibilities and Accountabilities

1.1 Support territory market strategy
<ul style="list-style-type: none"> • Deliver business strategy and budget as set by the Regional Manager Pacific; encompassing increased participation, and targeted selling to accommodation operators • Qualify information for clients and support registration • Work with Industry Partner and regional business development to grow industry partner revenue • Contribute to the sales plan to deliver strategy and budget • Alongside marketing, plan and execute Pacific marketing strategy to support overall company strategy
1.2 Drives new business across Pacific
<ul style="list-style-type: none"> • Deliver consultative sales to demonstrate the benefits of participation in the STAR program • Increase the sample of paying clients in the each market, leveraging the growing coverage we have • Deliver compelling proposals designed around client’s needs and expectations. • Grow industry partner revenue exposing more non data participants to ad hoc and subscription products
1.3 Assist in Marketing, Event Preparation & Presentations
<ul style="list-style-type: none"> • Liaising with the marketing department, take the lead on the production of the newsletters and other client communications • In conjunction with the team, assist in creating content and design as required for mailings, conferences and exhibitions etc. • Plan and coordinate STR organised events such as regional seminars • Help prepare market presentations for Regional Manager and Business Development Manager which are presented at industry events • Present via various channels (eg. seminars, video calls) which educate new clients on the benefits of benchmarking

This job description is full but not exhaustive and the job holder will be required to undertake other activities as reasonably required by the Company

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and value of understanding market performance to help promote the STAR program and industry reports.

1.4 Develop and utilise internal and external relationships to deliver profitable business

- Build a strong network amongst accommodation operators and industry stakeholders within Pacific
- Once built, constantly manage and develop this professional network to generate business for the company
- Work effectively across internal teams, ensuring information is shared effectively and in a timely manner
- Follow and analyse industry trends, and strategic movements by competitors to assess potential market threats and identify potential product enhancements
- Provide feedback to the leadership on advancements that could be made, and play a proactive role in assisting with the roll out of future product advancements, ensuring that Industry feedback is considered

1.5 Use of STR systems

- Follows all STR SOP's including the use of all systems
- Ensure all customer contacts and sales are recorded in Salesforce, as performance will be measured using this system.

1.6 Personal/Professional Commitment and Development

- Keep up to date with market developments in the industry
- Participate in Internal STR project work as required, eg. product roll outs, and obtaining client feedback
- Attend training and actively seek to continually enhance understanding of STR products and value proposition
- Attend marketing events, team meetings, kick off meetings and functions as required
- Adhere to all STR processes and policies and maintain customer confidentiality
- Ensure STR brand and corporate values are evident to the customer at all times
- Understand and adhere to the STR vision and our values.

Core Competencies

Competency	Knowledge
Industry Knowledge	Solid Knowledge and understanding of the global hospitality industry with focus to Pacific region. Continuously stay appraised of changing trends and activities and industry movements.
Customer Focus	Ability to react quickly and efficiently to customer issues and provide workable solutions and have a genuine desire to exceed client expectations. Must have excellent relationship building skills. Ability to sell to, and negotiate.
People Skills	Effective and diplomatic communicator, both in person and by email/phone. Have an ability to interact effectively with people at all levels in an organisation including senior hotel executives and their staff. Excellent relationship building skills. Be an effective listener and have an ability to receive, share and process information.
Delivers Results	Accountable and takes ownership of planning and organizing work to achieve territory goals. Sets priorities and schedules activities accordingly. Ability to work independently.
Adaptability/Flexibility	Respond to change with a positive attitude and have a willingness to learn new ways to accomplish work activities and objectives.

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Job Qualifications

Competency	Expectation
Administration	Ability to handle high volume of emails and BD tasks
Problem Solving	Capable of identifying solutions to clients through data.
Communication	Excellent communication skills (both orally and in writing), being able to manage expectations of both internal and external stakeholders. Involving team members as necessary and communicating clearly with them.
Organisational	Excellent organisational skills, with the ability to prioritise tasks and follow through. An ability to manage a variety of tasks to a high standard and meet tight deadlines.
Resilience	Must be a self-starter, and have enough resilience and persistence to sell to tough clients.
Team	Acts as an integral part of the team, keeping other members informed about what is happening, as well as assisting colleagues as required.
Education	Must be fluent in English written and oral

Job Context

Context	Description
Travel	The job holder will be expected to travel periodically, which will include over-night stays.
Office Location	The position will be based in the Adelaide office
Public Speaking	Presentations are a component of the role core part of the role and must be comfortable in public speaking.
Work permits	The role requires the candidate to reside in Australia and have the necessary work permits in place to live and work in Australia.