

Job Title: Business Development Manager – Scandinavia & Baltics			Region London Office
Dept. Business Development			Written By Dennis Spitra
Date Created 7 th August 2017	Review Date	Reviewed By	
Position in Organisation <ul style="list-style-type: none"> • Reports To: Head of Business Development, Hotels. • Directly Supervises: None • Indirectly Supervises: None 			
Main Purpose of Job To assist in establishing STR at the forefront of the hotel industry in the Scandinavian and Baltic markets. To increase the coverage of the STAR products with new and existing clients. This will be achieved through market presence and a strong sales plan, including industry presentations, city presentations, and high-level client meetings with non-participating companies.			

Key Responsibilities and Accountabilities

1.1 Execute territory market strategy
<ul style="list-style-type: none"> • Deliver the market strategy as set by the department to merge with the overall STR strategy. This will include constructing a sales plan to deliver strategy and budget to gain increased participation and results from target hotels. • Work with the Head of Business Development and Senior Key Account Manager to collate, plan and prioritise client recruitment strategy within the territory. • Plan and execute a marketing strategy to support STR's overall strategy alongside the marketing department. • Plan, carry out and support local marketing activities to agreed budgets and timescales and align with other organised marketing activities, e.g., product launches, promotions, advertising, and exhibitions.
1.2 Drives new business across all markets, and push the STR brand to the forefront of the Hotel Industry.
<ul style="list-style-type: none"> • Establish the STR brand in the territory, focusing on the major metropolitan markets. • Increase the sample of paying clients in the Scandinavian and Baltic markets, leveraging the existing sample. • Deliver consultative sales to demonstrate the benefits of participation in the STAR program. • Deliver compelling proposals designed around client's needs and expectations.

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1.3 Account Management

- Produce and maintain a client profile for each new corporate client. Ensure all Salesforce information is updated on a daily basis including information on key data/revenue wins.
- Manage and build new client relationships on an ongoing basis to leverage greater revenue and additional data provision opportunities over time.
- Leverage the client relationship to align their data needs with STR products to facilitate up selling for established clients.
- Work with the Regional Account Manager on up selling within the markets.

1.4 Be the visible 'face' of STR in the Region

- Plan and execute a presentation and conference attendance schedule for the year in line with the allocated budget.
- Deliver regular city breakfast briefings, market updates, hotel association meetings, exhibitions & conference presentations.
- Educate and inform potential and new clients on the benefits of benchmarking to help promote the STAR program.
- Customise presentations to the specific audience to gain maximum value and exposure.

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

- Build a strong network amongst hoteliers and hotel related 3rd parties within the territory.
- Constantly manage and develop the professional network of hoteliers and hotel related 3rd parties to generate business for the company.
- Work effectively across internal teams, ensuring information is shared effectively and in a timely manner.

1.6 Properly utilize all STR systems in an appropriate and accurate way

- Follows all STR standard operating procedures including the use of all systems.
- Ensure all customer contacts and sales are recorded in Salesforce on an ongoing basis.

1.7 Commit to being an active member of the team and to ongoing personal and professional development

- Keep up to date with market and other developments within the function and the industry
- Attend training as required 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 Mission, Vision and Values

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Core Competencies

Competency	Knowledge
Industry Knowledge	In-depth knowledge and understanding of the hospitality industry and STR's clients within the territories and its current events.
Technical Expertise	Must be able to operate Microsoft Office particularly Excel and Word. Experience of using Salesforce software. Experience of using hotel Property Management Systems (PMS), and data exports. Experience of using hotel Revenue Management Systems (RMS), and data exports.
Customer Focus	Excellent relationship building skills. Ability to react quickly and efficiently to customer issues and provide workable solutions and have a genuine desire to exceed client expectations.
People Skills	Effective communicator both in person and via email and phone. Have an ability to interact with people at all levels within an organisation including senior level staff. Be an effective listener and have an ability to receive, share and process information.
Adaptability	Adapts to changing work environments, work priorities and organizational needs.
Delivers Results	Takes ownership of planning and organizing work to achieve territory and account goals Sets priorities and schedules activities accordingly.

Specific Job Competencies

Competency	Expectation
Business Development	Must be an excellent face-to-face and telephone communicator. Able to demonstrate experience and success in managing and securing major account customers and large contracts within the hotel industry. Experience in developing existing accounts to generate additional revenue.
Language	Both spoken and written fluency in English. Both spoken and written fluency in a Scandinavian language is advantageous.
Decision making	The ability to make decisions without the need for supervision.
Negotiation	Must be able to negotiate with Senior clients. Skilled at agreeing and closing deals with clients.
Management	Experience in managing people is beneficial.
Resilience	Must be a self-starter and have enough resilience and persistence to sell to tough clients. The ability to handle pressure and meet deadlines

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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Scale and Finance	Understand able to educate on STR Core product range of STAR family products.
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Job Context

Context	Description
Travel	The job holder will be expected to travel extensively, with frequent overnight stays within the territories. The majority of work carried out of the office.
Key Contacts & Relationships	Externally – A/B level clients and general managers of hotel chains.