

<b>Job Title:</b> Business Development Manager			<b>Region</b> London Office
Dept. Business Development			<b>Written By</b> James Parsons
<b>Date Created</b> 4 April 2017	<b>Review Date</b> 30 <sup>th</sup> May 2017	<b>Reviewed By</b> Rowena Cowan	
<b>Position in Organisation</b> <ul style="list-style-type: none"> <li>• <b>Reports To:</b> Head of Business Development, Hotels.</li> <li>• <b>Directly Supervises:</b> None</li> <li>• <b>Indirectly Supervises:</b> None</li> </ul>			
<b>Main Purpose of Job</b> <p>To assist in establishing STR at the forefront of the hotel industry within the France, Belgium, Luxembourg and French speaking African countries. 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.</p>			

### Key Responsibilities and Accountabilities

<b>1.1 Execute territory market strategy</b>
<ul style="list-style-type: none"> <li>• 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.</li> <li>• Work with the Senior Business Development Manager and Senior Key Account Manager to collate, plan and prioritise client recruitment strategy within the territory.</li> <li>• Plan and execute a marketing strategy to support STR's overall strategy alongside the marketing department.</li> <li>• 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.</li> </ul>
<b>1.2 Drives new business across all markets, and push the STR brand to the forefront of the Hotel Industry.</b>
<ul style="list-style-type: none"> <li>• Establish the STR brand in the territory, focusing on the major metropolitan markets.</li> <li>• Increase the sample of paying clients in the Belgian &amp; Luxembourg markets, leveraging the existing sample.</li> <li>• Deliver consultative sales to demonstrate the benefits of participation in the STAR program.</li> <li>• Deliver compelling proposals designed around client's needs and expectations.</li> </ul>
<b>1.3 Account Management</b>
<ul style="list-style-type: none"> <li>• 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.</li> <li>• Manage and build new client relationships on an ongoing basis to leverage greater revenue and additional data provision opportunities over time.</li> <li>• Leverage the client relationship to align their data needs with STR products to facilitate upselling for established clients.</li> <li>• Work with the Regional Account Manager on upselling within the markets.</li> </ul>

**Job Description – Market Manager – France, Belgium, Luxembourg & French speaking African countries.**

**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 on-going personnel 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

**Core Competencies**

Competency	Knowledge
<b>Industry Knowledge</b>	In-depth knowledge and understanding of the hospitality industry and STR’s clients within the territories and its current events.
<b>Technical Expertise</b>	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.
<b>Customer Focus</b>	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.
<b>People Skills</b>	Effective communicator both in person and via email and phone. Have an ability to interact with people at all levels within an organisation including

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

**Job Description – Market Manager – France, Belgium, Luxembourg & French speaking African countries.**

	senior level staff. Be an effective listener and have an ability to receive, share and process information.
<b>Adaptability</b>	Adapts to changing work environments, work priorities and organizational needs.
<b>Delivers Results</b>	Takes ownership of planning and organizing work to achieve territory and account goals Sets priorities and schedules activities accordingly.

**Specific Job Competencies**

<b>Competency</b>	<b>Expectation</b>
<b>Business Development</b>	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.
<b>Language</b>	Fluent in both spoken and written English and French.
<b>Decision making</b>	The ability to make decisions without the need for supervision.
<b>Negotiation</b>	Must be able to negotiate with Senior clients. Skilled at agreeing and closing deals with clients.
<b>Management</b>	Experience in managing people is beneficial.
<b>Resilience</b>	Must be a self-starter and have enough resilience and persistence to sell to tough clients. The ability to handle pressure and meet deadlines
<b>Scale and Finance</b>	Understand able to educate on STR Core product range of STAR family products.

**Job Context**

<b>Context</b>	<b>Description</b>
<b>Travel</b>	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.
<b>Key Contacts &amp; Relationships</b>	Externally – A/B level clients and general managers of hotel chains.