



MILLENNIUM
HOTELS AND RESORTS

POSITION DESCRIPTION

Position Title: Business Development Manager

Incumbent:

Location: Grand Millennium Auckland

Reports to (Title): General Manager Grand Millennium Auckland

Section One – Position Summary

Providing **Outstanding Service Experiences** for all external and internal customers to ensure ‘Everyone Recommends Us’ by actively promoting the Grand Millennium Auckland in the New Zealand marketplace through a well-defined sales solicitation programme thereby gaining market share and increasing revenue streams. The primary markets will be business travel (corporate) and associate agents, including maximising revenues for conference and meetings. In addition you will source room nights and revenue from sports/clubs, associations and interest and marketing groups, including the promotion of leisure offers.

Section Two – Dimensions

People reporting to this position:	None
Total number of employees directly supervised:	None
Sales Revenue Target:	Agreed annually
Other direct costs under control:	None

Section Three – Key Accountabilities

Key Accountabilities	KPI's
<p>Business</p> <ul style="list-style-type: none">● Compliance <p>Health & Safety</p> <ul style="list-style-type: none">- Reports any health, safety, security hazards and accidents through the appropriate reporting and action methods- Is fully conversant and familiar with company, hotel and department Health & Safety procedures, policies and directives, including emergency procedures- Participates in Health & Safety in the workplace – provides input to Departmental H&S initiatives, participates in H&S committee in accordance with company Health & Safety manual procedures- Is able to identify hazards and rectify immediately or according to the “reasonably practicable” criteria and company hazard procedures	<p><i>Accurate completion of:</i></p> <ul style="list-style-type: none">- Accident report forms- Hazard report forms,- Induction paperwork- Monthly audit forms <p><i>Internal and External H&S/HR audits</i></p>

<ul style="list-style-type: none"> - Actively promotes safe work practices within department <p>Environmental</p> <ul style="list-style-type: none"> - Participation in company initiatives to maximise energy savings, reduce wastage and the company's impact on the environment <p>Legal</p> <ul style="list-style-type: none"> - Awareness of relevant legislation in order to avoid putting the company at risk <p>Company Policy</p> <ul style="list-style-type: none"> - Awareness and conformity to relevant company policies and Operations Bulletins, including maintaining PCI compliance at all times ● Communicates effectively - Maintains professionalism in all interactions – verbal, non-verbal and written. - Attends and participates in meetings and communicates issues, ideas and strategies with team members and Head of Department ● Financial Management - Ensures relevant expenses are controlled in line with business levels on a day to day basis - Compliant with all company policies in regards to appropriate spending, including travel, entertainment and transport costs - Complies with requirements relating to the submission of expense claims, including detailing event and clients hosted or reason for cost. ● Relationship Building - Co-ordinates and attends client functions / entertainment as required - Attends trade shows, consumer shows and other promotional and networking opportunities where necessary - Organises and co-ordinates site inspections of hotels and facilities as required 	<p><i>Privacy Act</i></p> <p><i>Completion of annual company policy acknowledgement</i></p> <p><i>Attendance and participation in monthly meetings</i></p> <p><i>As per company operations bulletins and within budgeted approved levels.</i></p> <p><i>Budget as per GM approval when hosting famils and functions.</i> <i>Site inspections are conducted professionally and feedback positive from clients.</i> <i>Working co-operatively</i> <i>Teamwork and communication</i> <i>Attendance as per GM</i></p>
<p>Sales & Marketing</p> <ul style="list-style-type: none"> ● Revenue Generation - Effectively sell, up sell and on sell at appropriate times - Use sales techniques to convert enquiries into sales - Through analysis provides recommendations for cost savings and efficiencies - Advise of any opportunities for additional revenue - Identifies potential revenue gathering opportunities - Keeps up-to-date files on the hotel, including room and meal rates, conference facilities, deals etc. - Promotes all corporate marketing programmes and leisure campaigns to corporate market clients where appropriate of requested. 	<p><i>Feedback from sales managers & VP Operations</i></p> <p><i>Room nights/revenue comparison with previous year, forecast and budget</i> <i>Sales targets achieved</i></p> <p><i>Marketing activity deadlines are met.</i> <i>Communication and distribution is effective and timely.</i></p>
<p>Technical</p> <ul style="list-style-type: none"> ● Increases sales by: - Implementing and actioning the business plan that includes: strategies to promote and drive hotel business. Sales call 	<p><i>Meet targets set in Business Plan for individual portfolio of accounts.</i> <i>Room nights/revenue comparison with</i></p>

<p>cycle and activities. Key account and overall room night and revenue productivity targets. Sourcing conference and meeting bookings. International M&C sales opportunities. Food and beverage targets.</p> <ul style="list-style-type: none"> - Ensuring existing accounts are kept fully informed of all current products and services so that market share of the account is maximised. - Conducting physical sales calls per week (target to be set by GM). - Promoting and informing all accounts of our international hotel network, by providing rates and actively driving business into these hotels. - Proactively researching and recognising new business opportunities from new and existing sources for NZ and global M&C hotels. - Following up all account leads generated from booking enquiries, telemarketing, hotels, Contact Centre, site inspections and cold-calls. - Ensuring all available and known resources are used to attempt to recover any lost business - Developing an agreed business plan in time for the new financial year with the GM ● Maintains business and develops new business by: <ul style="list-style-type: none"> - Maintaining a sales call pattern that ensures the needs of each individual account are met - Identifying all appropriate personnel (ultimate decision maker, influencer and informer) within each account to ensure business opportunities are maximised - Identifying the distribution channel used by each account and supports each respective channel to ensure mutually beneficial business - Liaising closely with major corporate travel suppliers, such as airlines, rental car companies to ensure that all commercial opportunities are realised. ● Reports information and manages client information by: <ul style="list-style-type: none"> - Ensuring all account records and information are accurately maintained in the company format. This includes daily logging of notes and updating company and individual profiles in OPERA / CRM - Seeking and reporting market intelligence on competitor activities from existing clients and sharing where appropriate - Submitting a monthly report on sales and account activity in the designated format within three days of month end. 	<p><i>previous year, forecast and budget. Sales targets achieved. Sales calls achieved. Input into marketing and developing of hotel business and revenue streams. GM feedback.</i></p> <p><i>Client database and profiles maintained in OPERA Sales & Catering module.</i></p> <p><i>Calls made, sales achieved.</i></p> <p><i>Report on sales calls past and future.</i></p> <p><i>Reports lost business immediately to GM, and recommends appropriate action plan for follow up.</i></p> <p><i>Annual Sales Call Plan. Client profiles are current and up-to-date showing visiting and contact notes.</i></p> <p><i>Loaded into OPERA Sales & Catering module.</i></p> <p><i>Leads, info requests followed up, new visits recorded.</i></p> <p><i>All info to be recorded in CRM OPERA, client and company profiles.</i></p> <p><i>All databases are up-to-date and managed effectively.</i></p> <p><i>Monthly sales reports.</i></p>
<p>Customer Service</p> <ul style="list-style-type: none"> ● Consistently demonstrates a culture of OSE as outlined by the seven themes - Provides an efficient and professional service to all customers - Fielding general inquiries and processing sales enquiries in a friendly and efficient manner - Providing friendly and efficient service to the appropriate personnel within each account - Facilitating the efficient resolution of issues and complaints 	<p><i>Management feedback</i></p> <p><i>Peer review</i></p> <p><i>Feedback from customers, NZ Sales team and hotels</i></p>

<p>Self-Management</p> <ul style="list-style-type: none"> ● Consistently display the company's Values by: <ul style="list-style-type: none"> - Inspiring Trust – in the team, your manager and our customers. - Respect – of the team, your manager and our customers. - Ownership – of the issues and the success. ● Proactive approach to work and additional responsibilities by carrying out any duties reasonably requested by your manager. ● Maintains professional presentation by adhering to company policy 	<p><i>Management observation</i></p> <p><i>Employee feedback</i></p> <p><i>Peer review</i></p>
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Section Four – Major Challenges

<p>Increasing sales within Millennium Hotels & Resorts</p> <p>Keeping up with market trends and maintaining proactive approach to new initiatives that lead the market.</p> <p>Maintaining up-to-date information on all allocated accounts and customers</p> <p>Understanding channel and distribution platforms used by clients and their agents</p> <p>Maintaining work standards within the department in times of high workload, pressure and changing priorities.</p> <p>Providing information within deadlines</p> <p>Keeping up with trends and changing technology at the same time as dealing with current issues.</p> <p>Customer demands</p> <p>Team issues</p> <p>Liaising and communicating with other departments and relevant hotel team members</p> <p>Achieving departmental goals</p>
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Section Five – Decision Making Authority

<p>Decisions Expected</p> <p>Promotional initiatives</p> <p>Effective management of contacts/clients database</p> <p>Negotiation of ONEOFF rates excluding FOC</p> <p>No authority to discipline</p> <p>No authority to purchase</p>
<p>Recommendations Expected</p> <p>Promotional initiatives</p> <p>Growth strategies</p>

Marketing initiatives
 Business Plan input
 Revenue maximisation and cost saving initiatives
 Environmental and energy saving initiatives
 Health, safety and wellness initiatives

Section Six – Working Relationships

Most Frequent Contacts	Nature or Purpose
Corporate/companies/travel agents/guests/general public General Manager DOS International & Corporate, DOS C&I, Director Revenue & Distribution, Marketing Manager, Sales team Hotel HODs, operations	Client contact, business leads, promoting MCK products and raising awareness, technical system processes Direct report Sharing market and client info to assist in revenue generation, joint sales calls, product and rate updates, marketing initiatives and sales delivery outcomes and challenges Liaising with operations, informing of customer needs, reviewing guest feedback and complaint resolution

Agreed to by: Team Member: _____ Date: _____
 Department Manager: _____ Date: _____

PERSON SPECIFICATION

Section Six – Skills, Qualifications and Attributes Required

Skills:

- Customer service ethic
- Sales skills
- Negotiation skills
- Time management and co-ordination skills
- Knowledge of hotel operations
- Relationship building skills
- Communication skills – listening, verbal and written
- Computer skills (database, excel, power point, word)

Qualifications:

- Relevant work experience – hotel industry
- Relevant sales qualification (preferred)
- Marketing

Attributes:

- Friendly personality and approach
- Agile learner
- Committed
- Outgoing personality
- Confident