

Title: Business Development Manager

Position Overview:

To actively promote the Hotel(s) on a local and national level by continuing to secure new business and retain existing accounts, while maximising revenue growth from each individual account and enquiry; and capitalise on every opportunity.

To operate in a seamless and transparent manner relating to the flow of information on existing & prospective accounts to the mutual benefit of the Sales Department and the Hotel(s) as a whole.

To achieve budgeted occupancy and average room rate in each respective market segment for the Hotel and maintain number ONE market share in RevPAR across all areas, while achieving a reputation as market leader in accommodation, conference and F&B products and services.

Our Vision is being leaders in creating experiences and properties that escape the ordinary.

Our Purpose is to make the day better for ourselves, each other, our group, our customers and communities. We do this by living our values of empowerment, possibilities and community.

We achieve our **Vision** and **Purpose** by delivering on our goals and values.

Our Goals

- Growing revenue above market
- Maximise assets
- Business transformation

Our Values

- Empowerment: We make it happen
- Possibilities: We evolve and innovate
- Community: We make the connection

Key Accountabilities:

New Business Development

- Targeted appointments/calls as set by the Director of Sales, including sales calls, site inspections, drop-offs, client lunches, client breakfasts, and client gifting
- Work closely with the Director of Sales to monitor progress towards sales goals and adjust actions, as necessary
- Actively participate in scheduled weekly BOB meetings and provide thorough updates on all leads
- Take charge and lead proactive sales for the hotel to assist in driving demand, with a requirement to spend time on proactive sales one day per week and make 20 proactive calls per week

RYDGES

LATIMER CHRISTCHURCH

- Report weekly on sales activities and conversions against targets for proactive sales
- Prospect for potential new C&E clients and turn this into increased business
- Cold call / Warm Call as appropriate within your market or geographic area to ensure a robust pipeline of opportunities
- Meet potential C&E clients by growing, maintaining, and leveraging your network
- Identify potential C&E clients, and the decision makers within the client organisation
- Research and build relationships with new C&E clients
- Set up meetings between client decision makers and company's practice leaders/Principals
- Plan approaches and pitches. Work with the C&E team to develop proposals that speaks to the client's needs, concerns, and objectives
- Participate in pricing the solution/service
- Handle objections by clarifying, emphasising agreements and working through differences to a positive conclusion
- Actively pursue opportunities to convert MICE leads, and successfully shift business from the competition through active engagement with the customer via face to face or voice conversation
- Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in C&E sales and private dining
- Using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators

People

- Assist in training of team members to make sure they deliver with compliance and to the standards we expect and have the tools they need to work efficiently
- Proactively manage key relationships with General Manager, HOD Team, Revenue Management, Financial Controller, National Sales Team, and other areas
- Present to and consult with mid and senior level management on business trends with a view to developing new services, products, and distribution channels
- Embrace the EVT Vision, Purpose, Brands, and overarching EVT Sales Flow and ways of working

Financial

- Thoroughly review P&L reports at the end of month and report in a business-like manner on results as per the template and Event Hotels group minimum guidelines.
- The results should also be discussed in detail with General Manager and any revenue concerns be targeted to improve in the following months

RYDGES

LATIMER CHRISTCHURCH

- Report weekly/monthly on sales activities and conversions against targets for proactive sales
- Identifying trends in movement of market mix, pricing, and competition to target prospects and the right business mix, and develop mitigation plans
- Assist in the implement prevention measures and contingency plans to keep sales results from falling below plan
- Assist in driving low demand periods, seasonal and tactical revenue by creating, implementing, and managing targeted sales campaigns
- Monitor competitor practices and strategies in order to understand competitor trends and ensure the Hotel product and services are ahead of the competition. If necessary, refine sales strategies accordingly
- Provide input to Hotel business plan and vision regarding market segment and accounts
- Pay particular attention to forecast revenue shortfalls for managed market segments and work with team to combat the shortfall in revenues
- In conjunction with the Revenue Manager, General Manager and Front Office Manager understand the long range forecast of the business and what tactical measures and pricing strategies are required to meet budgeted revenue targets

Guest Experience

- Represent Rydges Latimer Christchurch at industry and corporate networking events
- Support sales initiatives with site inspections, client entertainment, familiarisations, and other events that form part of the sales and marketing plan
- Develop and maintain contact with key decision makers, key influencers, meeting planners, professional conference and event organisers, and other producers closely aligned to each business unit
- Develop and maintain strong relations with stakeholders whose support, cooperation, and services are critical to the success of sales
- Communicate client requirements and other relevant account / segment information to all relevant departments to ensure their expectations are exceeded
- Ensure that all stakeholders are made aware of systems, procedures, and information relating to the delivery of all revenue from sales market segments
- Act as a trusted business advisor and champion by clients; ensure that commitments are met and value is delivered
- Maintain strong presence in the local community by participating in business / industry organisations, associations and developing a broad external network
- Update iVvy, PowerBI & use to its full capability, following all conversations and meetings with clients

Responsible Business

- Strictly adhere to EVT policy concerning the Trade Practices Act, Gifts & Bribery and Data Privacy
- Demonstrate an awareness of OHS&W policies and procedures
- Actively report workplace hazards, injuries and accidents arising from workplace activities, providing recommendations for corrective actions to prevent or minimise the chance of recurrence
- Support the EVT Community Engagement program
- To conduct any other duties as requested by the General Manager and/or Director of Sales
- This position description is not an exhaustive list of tasks that may be required. All other reasonable requests or duties may be required to be performed from time to time

Corporate Assets

- To manage and maintain the hotel assets in all areas so as to protect their long term investment value.
- To ensure that the hotel is a safe environment at all times.
- Be fully conversant with regard to all aspects of the hotel's computer system.
- To manage all Hotel equipment to ensure that maximum efficiency is achieved and guest service is not affected.
- To provide leadership to all hotel personnel and ensure all staff attain and portray the highest standard of professionalism.
- To complete Hotel Information requests/questionnaires/surveys in a timely and correct manner

Systems & Processes

- To check and respond to emails in a timely fashion.
- To log and inform IT of any system problems. Suggest any improvements that could be made to improve existing systems and procedures.
- To scan on and off for each shift using the Emplive wall clock.
- To apply for annual leave using Emplive App and log in to Dayforce regularly to access payslips and update personal details.
- To follow policies and procedures outlined in the EVT Brand Standards Manual and Departmental Service Standards / Procedures Manuals

Authorities

- All Expenditure must be approved by the General Manager, prior to commitment.