



POSITION DESCRIPTION

ASSOCIATE DIRECTOR BUSINESS DEVELOPMENT - ASSOCIATIONS (PERTH BASED CONTRACT POSITION)

ORGANISATION

Business Events (BE) Perth is the peak industry body responsible for marketing Western Australia as a destination for international and national conventions, corporate meetings and incentive travel groups.

POSITION OBJECTIVE

The Associate Director Business Development – Associations has primary responsibility for assisting the Director Business Development – Associations and the Association business development team in securing business events in the international and national association market, along with the national corporate market.

This role requires the development of proactive business relationships with key decision makers and leaders associated with the business events industry, high level reporting and project co-ordination as well as supervisory experience demonstrating achievement of organisational KPI's through fostering positive team engagement.

REPORTING RELATIONSHIPS

The Associate Director Business Development – Associations reports to the Director Business Development - Associations.

MAIN RESPONSIBILITIES

Internal:

- In liaison with the Director Business Development - Associations, develop an effective strategy for maximising the conversion of association and national corporate business to achieve agreed annual targets with specific liaison to high level decision makers across government, associations and corporations.
- Working with the Director Business Development - Associations, through demonstrated experience supervising and training diverse, high performing teams, work with individuals to meet organisational goals, foster individual performance and collaborative team engagement, experience collating and updating training processes and producing detailed reporting.
- Assist the Director Business Development with regular and progressive required reporting and forward planning in liaison with the CEO and Director Corporate Services securing increased WA business event outcomes to set budgets and timelines.
- In liaison with the Director Business Development – Associations and Director Corporate Services, manage and assist external reporting requirements including but not limited to annual BD secured, materialisation and financial audit reporting alongside assisting the Business Development Managers in collating all relevant audit paperwork.



- With high attention to detail prepare comprehensive and targeted business event documentation – project co-ordination with the Business Development team to review large-scale international bid business case documents to required standards before delivery to the marketing team for bid creation within appropriate timeframes.
- Manage specific projects as required to support attainment of KPI's, organisational goals and beneficial outcomes for WA; including but not limited to novel business support initiatives; ABEA reporting, potential PCEC expansion and regional programs.
- In liaison with the Marketing team and Director Business Development – Associations manage the initial booking confirmation and then relevant business development elements of national and international trade show participation, including but not limited to, appointment schedules/diaries, identifying opportunity for growth and new business lead opportunities.
- Through extensive industry experience further develop and maintain relationships with key stakeholders including international/national professional associations and societies, professional conference organisers and relevant industry and understand their key role for association business to ensure best outcomes for WA, the client/delegate and BE Perth members.
- With in-depth industry knowledge and experience deliver effective and compelling proposals, business event presentations and reports where required.
- Working with the Director Business Development – Associations, ensure funding letters are reviewed regularly, terms and conditions are relevant, and the Business Development team has signed funding letters and relevant documents on each file to meet annual external audit standard.
- Work collaboratively across departments including Administration, Client Engagement, Marketing and Strategic Projects for planned activities and to meet organisational goals.
- In conjunction with Client Engagement, host site inspections, destination showcases and familiarisation trips for national and international decision makers at different stages of the conversion process.
- In the absence of the Director Business Development – Associations coordinate and manage team meetings.
- Thorough experience in data management with Simpleview/CRM database, financial budgets, budget planning and resourcing, ensuring the development of qualified business event opportunities.
- Maintain accurate client and event data on the database and in client files.



External:

- Supporting the Director of Business Development – Associations by undertaking sales calls individually, and/or with the business development team and BE Perth members, representing BE Perth at tradeshows as required, and assisting with presentations for bidding opportunities.
- Attend industry events both within and outside normal business hours to develop relationships and unearth new business event opportunities for WA.
- Develop and maintain relationships with relevant organisations, associations, corporations, professional conference organisers, education institutes and relevant government agencies.
- Collaborate with BE Perth’s major partners and members to maximise effective business outcomes.
- Work with BE Perth members to understand their product and services and how it can best meet the needs of the association and national corporate market.

OTHER REQUIREMENTS

The ability to work willingly outside of normal business hours is an essential requirement of this position as is the ability to travel intrastate, interstate and overseas for business purposes as required by the Director of Business Development and/or the CEO.

PERSONAL ATTRIBUTES

Skills:

- Self-starter with excellent interpersonal skills and ability to establish strong team engagement and professional relationships with key clients, associations, government agencies and industry partners.
- High attention to detail in all aspects of planning and delivering tasks and projects in a timely manner.
- Exceptional presentation skills and strong written, and verbal communication ability.
- Proven leadership ability with the capacity to work autonomously, generating innovative solutions and team focused outcomes.
- Financial acumen and high level of computer literacy with proficiency in Microsoft Office applications.

Knowledge:

- 8+ years’ experience in a senior leadership role within the business events, NFP, government, tourism, hotel, venue, event management/sales or corporate sector is essential for this role.

QUALIFICATIONS

- Relevant tertiary qualifications desirable.