



BUSINESS EVENTS PERTH

POSITION DESCRIPTION |

Senior Business Development Manager (contract position)

ORGANISATION |

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

POSITION OBJECTIVE |

The Senior Business Development Manager has primary responsibility for marketing and securing business events in the international and national association market, along with the national corporate market.

This fulltime role requires the development of strong business relationships with key people within the relevant industry, government, education and corporate sectors and will require strong research skills to target potential business events aligning with Western Australia's key industries.

REPORTING RELATIONSHIPS |

The Senior Business Development Manager reports to the Director Business Development.

MAIN RESPONSIBILITIES |

Internal:

- In liaison with the Director Business Development, develop an effective strategy for maximising the conversion of association and corporate business to achieve agreed annual targets with specific liaison to high level decision makers across government, associations and corporations.
- Responsible for detailed market research, identifying potential new national and international business events for Western Australia.
- Qualifying and assisting ASPIRE scholarship and Ambassador applicants for convenor opportunities.
- Researching and documenting the bid decision-making process and conference meeting and event history.
- Working with BE Perth industry partners to deliver the best outcome for clients.
- Host site inspections, destination showcases and familiarisation trips for national and international decision makers.
- Prepare in-depth bid documentation, implementing conversion strategies unique to each bid.
- Maintain accurate client and event data on the database and in client files.
- Collaborate and communicate with other team members by reporting on trends and issues for the business events market as required.
- Working with and managing budget allocations for projects including sales calls, tradeshows and site inspections.



- Work on and collaborate with the team on special projects and events as the need arises to develop new business for the State.

External:

- Represent BE Perth at tradeshows as required – both nationally and internationally.
- Attend industry events both within and outside normal business hours to develop relationships and unearth new business opportunities for WA.
- Develop and deliver high level destination presentations and bid documents in a timely and professional manner.
- Develop and maintain relationships with relevant organisations, associations, corporations, education institutes and relevant government agencies.
- Collaborate with BE Perth's major partners and members as assigned with quarterly meetings to maximise effective business outcomes and member relations.
- Conduct regular sales calls representing BE Perth individually and joint sales meetings with major partners, travelling alone and/or with members both nationally and internationally to promote Western Australia, convert business and unearth new opportunities through relationships with the association/corporate market.
- Work with BE Perth members to understand their product and services and how it can best meet the needs of the association/corporate market.
- Develop and maintain a strong understanding of BE Perth members' product, in particular hotel and convention facilities.

OTHER REQUIREMENTS |

The ability to work outside of normal business hours is an essential requirement of this position as is the ability to travel intrastate and overseas for business purposes with BE Perth's partners as directed by the Director of Business Development and/or the Executive team.

PERSONAL ATTRIBUTES |

Skills:

- Self-starter with excellent interpersonal skills and ability to establish strong professional relationships with key clients, associations, government agencies and industry partners.
- Exceptional presentation skills and strong written and verbal communication ability.
- Ability to work efficiently on independent projects but also a reliable contributor to a team environment.
- High level of computer literacy with proficiency in Microsoft Office applications.

Knowledge:

- 5+ years' experience in a business development role within NFP, government, tourism, hotel, venue sales or corporate sector is essential for this role.

QUALIFICATIONS |

- Relevant tertiary qualifications desirable.