



Senior Business Development Manager Position Description

POSITION DESCRIPTION – Senior Business Development Manager

1. ORGANISATION

A not-for-profit business development organisation that competes globally to secure conferences, meetings and incentives which contribute to Victoria’s visitor economy.

VISION

Melbourne: An unrivalled business event destination.

MISSION

MCB is committed to working collaboratively to deliver real business outcomes for customers, partners and stakeholders, through thought leadership and facilitation to enable unique meeting experiences in Melbourne.

VALUES



We win as one



We are results driven



We are brave



Promises made,
promises kept



We are authentic

TARGET MARKETS FOR MCB

- International Association Conventions, Exhibitions & Meetings
- National Association and Corporate Conventions & Meetings
- International Corporate and Incentive Conventions & Meetings
- International and National Government Conventions & Meetings

2. PURPOSE OF ROLE

To support the Associate Director, Business Development and Bids in a research and business development capacity to source and qualify business events leads to ensure organisational targets are met.

3. ROLE DIMENSIONS

- Direct Reports – Not applicable

4. KEY RESULT AREAS, WEIGHTING AND RESPONSIBILITY

KEY RESULT AREA	%	RESPONSIBILITY	Role Specific KPIs / Key Measurables
Lead Development	50%	<p>Manage a lead portfolio in accordance with MCB Business Development priorities and strategies to develop leads to handover or bid stage. Lead management activities to include:</p> <ul style="list-style-type: none"> • Qualify leads to prioritise support levels and determine potential for Melbourne in line with MCB's Business Optimisation Project • Prioritise leads for development to ensure handover and organisational targets are reached • Conduct lead research utilising ICCA, UIA, internet, client contacts • Secure local industry and government support for bids • Prepare and coordinate correspondence and business development documents E.g. expression of interest documents, promotional materials, presentations • Conduct meetings with prospective clients to further develop leads to bid stage • Attend MCB Business Development events E.g. Melbourne Edge events, Club Melbourne Ambassador Program events, sponsored events to gain lead information • Enlisting support from UK, US and Asia offices as required • Assist with budget preparation (as required) • Facilitation of site inspections (as required) • Present the Melbourne <i>Great Minds Live Here</i> message to client groups • Prepare accurate client and convention bid briefs for handover to the Bid Team. • Other duties as assigned by Director, Business Development. 	<ul style="list-style-type: none"> • Team and individual handover target for number of MCEC delegate days and economic contribution per financial year • File handovers meet audit requirements • Leads developed are high priority leads with maximum conversion potential • Sales activity levels
Stakeholder Management	20%	<ul style="list-style-type: none"> • Develop professional relationships with key clients in the lead portfolio sector for the purpose of identifying new business opportunities and securing local hosts • Develop knowledge of Club Melbourne Ambassadors relevant to portfolio sector • Identify relevant clients to invite to local and interstate Business Development events • Liaise and communicate with key stakeholders as agreed by Director, Business Development • Attend sector and industry events for the purposes of developing relationships and qualifying leads e.g. Melbourne Edge presentations, trade shows, on-site presentations, sales missions, industry and sector events • Attend MCB Member functions and partner presentations 	<ul style="list-style-type: none"> • Business Development queries are responded to within 24 hours of receipt • Represent the Bureau professionally and in accordance with policy regulations

Database Management / Reporting	20%	<ul style="list-style-type: none"> • Monitor performance against KPIs and department business plan • Add and maintain accurate data information, traces and Accounts/Contact details on Simpleview CRM • Source and prepare data for specific Business Development reports e.g. Handover reports, monthly Business Development reports, specific stakeholder reports • Contribute to reports as required by the MCB Leadership Team • Assist where required with monthly reviews of the BD Department Expenses/Budgets/Forecasting 	<ul style="list-style-type: none"> • Traces to be reviewed and activated within 7 days • Internal reports are delivered on time to quality standards
Professional Development	10%	<ul style="list-style-type: none"> • Develop product knowledge and expertise as required to fulfil research, sales and bid activities • Proactively build knowledge of assigned portfolio sector/s and share knowledge with team • Actively seek out opportunities to develop own role and contribution • Other duties as assigned by Director, Business Development, General Manager, Business Development and Bids or Chief Executive Officer. 	<ul style="list-style-type: none"> • Training courses are attended and improvements noted by Director, Business Development.

5. KEY RELATIONSHIPS

REPORTS TO

- Associate Director, Business Development and Bids
- Indirect report to General Manager, Sales

INTERNAL

- CEO
- General Manager, Business Development and Bids
- Leadership Team
- Business Development Team
- Bid Team
- Convention Servicing and Partnerships Team
- MCB International Offices
- Visit Victoria

EXTERNAL

- State Government Departments and funded agencies (in conjunction with Director, Government Relations)
- Professional Conference Organisers (PCOs)
- Melbourne Convention and Exhibition Centre (MCEC) Management, Sales and Club Melbourne team
- Industry bodies and associations
- Corporate Executives
- MCB Members
- University Professors and other Academics

6. QUALIFICATIONS/SKILLS

- Minimum 3 years' experience in a business development role, preferably in business events
- Knowledge of the association, academic and/or business events industry preferred
- Tertiary qualifications preferred
- Superior verbal and written communication and presentation skills
- Strategic sales planning
- Ability to conduct feasibility analysis of business development opportunities
- Ability to plan, prioritise and coordinate own activities
- Proficient in Microsoft Office and database applications
- Internet and desk research skills with the ability to extract and analyse data
- Exceptional attention to detail
- Results and outcomes focus
- Willingness and ability to do public speaking
- Superior persuasion skills
- Availability and willingness to work extended hours and travel as the job requires