

**Job Description**

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| **Job Title:** | **Business Development Executive** |
| **Team:** | Convention Bureau |
| **Classification:** | Executive |
| **Reports to:** | Convention Bureau Manager |
| **Classification of Line Manager:** | Manager |
| **Number of Direct Reports:** | 0 |

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| **Job Purpose** |
| The ‘Birmingham 2022’ Commonwealth Games was a golden opportunity not just for the West Midlands, but for the UK. With a third of the world’s population tuning in, we have been given the chance to show that post-EU Exit Britain is open for business, support economic recovery from COVID-19 and to provide a shop window for Britain’s economic engine.  Building upon the West Midlands Growth Company’s strong track record of delivery as the region’s investment promotion agency, additional funding has been secured to deliver a major programme to attract visitors, investors, businesses and events to the West Midlands and the UK and grow export opportunities. This will be delivered in partnership at regional and national level, with funding secured in the Spring 2020 Budget and match funding from the West Midlands Combined Authority (WMCA).  The Business Development Executive will play a crucial role in supporting the delivery of a successful regional conference proposition by generating and converting enquiries within the meetings, incentives, conference and exhibitions (MICE) industry. Sales activity will be aligned to key markets and sectors, with particular focus given to attracting sizeable national and international association conference business and travel multipliers.  The role will offer a once in a generation opportunity to be part of the team driving the MICE legacy of the Birmingham 2022 Games by focusing on:   * **G**enerating and converting leads and confirmed conference and events business within the West Midlands Region. * Supporting the delivery of the Birmingham and West Midlands Convention Bureau services, including accommodation booking and venue location.   This role is Maternity Leave Cover – Full Time – Monday – Friday 09.00 – 17.15 (36. ¼ hours) and runs from November 2022 – December 2023 |

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| **Our people and our offices** |
| West Midlands is an exciting, vibrant, and diverse region and West Midlands Growth Company aims to reflect this in all that we do. Our objective is that our work, services, and employment practices will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes.  West Midlands Growth Company whole-heartedly supports the principle of equal opportunities in employment and opposes all forms of unlawful or unfair discrimination on the grounds of colour, race, nationality, ethnic or national origin, sex, disability, age, religious belief, sexual orientation, or marital status.  We believe that it is in the company's best interests and of all those who work in it to attract, retain, and develop a diverse pool of talent. We therefore seek to ensure that the human resources, talents, and skills available throughout the community are considered when employment opportunities arise. We believe it is essential to the company's success to enable employees of all backgrounds to reach their full potential by encouraging a working environment that is inclusive to all.  To this end and within the framework of the law we are committed, wherever practicable, to achieving and maintaining a workforce which broadly reflects the local community in which we operate.  Your usual place of work is at the West Midlands Growth Company’s offices, The Colmore Building, Colmore Circus, Birmingham with remote working when agreed the appropriate line manager. |

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| **Main responsibilities and key activities** | |
| Drive Birmingham and the West Midland’s conference proposition to generate and convert leads from national and international conferences, meetings, incentives, events and exhibitions within the Business Events Industry.  Work as part of an established team to position Birmingham and the West Midlands as a world class conference, event, exhibition, incentives and visitor economy destination and stimulate economic growth.  Maximise Convention Bureau-related services and support the staff within the team to deliver;  Accommodation Services - to include organiser account management, securing allocations of bedrooms, sourcing contracted bedrooms for organisers, staff and exhibitors, setting up dedicated event webpages for each event as well as processing individual and group bookings, amendments, cancellations and rooming list management  Venue Location Services - responding to new enquiries, adding details to our booking system, Gratis as well as our CRM (Zoho), preparing proposals and following up accordingly ensuring that internal processes are followed at all times.  Social Programme Planning  Arranging Familiarisation Visits for event organisers, as and when required  To support Agent Enquiries – assisting with venue suggestions/ putting through Gratis as a direct enquiry only  Answering Phone Calls on the dedicated Convention Bureau phoneline during office hours  To monitor Convention Bureau inboxes (Conference Sales, Events and Accommodation), ensuring timely response to all enquiries.  Updating & Maintaining Convention Bureau systems to ensure accurate data/information is held at all times.  Stakeholder Support - sustain and develop relationships with key clients and MICE sector partners of WMGC (including local conferencing venues and hoteliers). Working closely with partners at venues from across the West Midlands to develop conference, exhibition and event bids in line with the project strategy. Ensuring co-ordinated delivery of activity, and where appropriate, joined up systems across the West Midlands area.  Assist with client delivery services – Supporting business and driving revenue streams, ensuring that both conversion rates and product awareness are maximised at all times.  Sales Missions (as required) – attend and exhibit at key trade shows as part of the Convention Bureau team to raise the profile of the company and maintain the West Midland’s position as a leading business tourism destination, whilst also maintaining awareness of competitor developments. | |
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| **Key Skills and Competency Requirements** | | |
| **Area** | **Essential** | **Desirable** |
| **Qualifications and experience** | * Professional qualification or relevant degree, or equivalent experience in the events industry | * Evidence of proactive professional development. |
| **Skills and attributes** | * Excellent communication / relationship management skills * Able to work in a fast-paced environment and support multiple projects, self-motivated and deadline-driven * Strong attention to detail and analytical skills * Confident networker with ability to build a rapport when meeting new people. * Able to quickly establish rapport and confident telephone manner | * Hospitality and events working background with knowledge of reservation systems. |
| **Knowledge and experience** | * Proactive, motivated and commercially focused - target and results driven * Be available to travel both around and outside the UK, sometimes requiring occasional overnight stays * First class verbal and written communication skills * Highly organised, with good time management skills, with experience of working to tight deadlines. | * Experience of working with a CRM system. * Experience of working in a multi-stakeholder / delivery partner environment. * Previous knowledge of GroupMAX and GRATIS operating systems * Excellent product knowledge of venues and hotels across the West Midlands. |

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| **Our values** | |
| **Working together** | We take pride in our approach to working together in a diverse, open, and inclusive environment. |
| **Creative thinker** | We are creative and innovative in the work that we do, in our delivery and our outputs. |
| **Trusted partners** | We are a trusted partner – we work together with clients and stakeholders for the benefit of the region. |
| **Proactive leader** | We are proactive leaders continually striving for excellence, passionate about unlocking potential for the West Midlands. |

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| **Prepared by:** | | |
| **Name** | **Job title** | **Date** |
| Keri Morris | Convention Bureau Manager | October 2022 |