Business Development Executive – BDE/18/12

Job Description

CONTRACT: Permanent Full Time

RATE OF PAY: £22,000 - £25,000

HOURS: 40 per working week

LOCATION: Titanic Belfast Building

REPORTING TO: Head of Sales and Marketing

General Purpose

The Business Development Executive will be responsible to the Head of Sales and Marketing for the maximisation of Titanic Belfast's non-trading income. In particular to identify, develop and secure commercial sponsorship of the venue events and services.

Pro-actively sell the benefits of sponsorship, and corporate club membership and hospitality to local and national businesses and organisations.

To agree sponsorship and corporate club membership and hospitality targets and develop appropriate sales campaigns to achieve those targets.

To act as the main point of contact for the sponsors and partners of Titanic Belfast.

To be able to work flexibly across the venue to ensure the necessary high standards of service delivery are achieved.

To develop a Friends of Titanic Belfast Loyalty Club.

Main Job Tasks and Responsibilities

- To pro-actively seek and secure sponsorship of the venue, events and Corporate Club Membership including liaison with businesses and organisations at appropriate levels
- To pro-actively sell the benefits of membership of Titanic Belfast's Corporate Club to key businesses and organisations
- To develop and manage an appropriate corporate loyalty scheme including the development and maintenance of Titanic Belfast's sponsors and loyalty scheme database
- To effectively develop and sell Titanic Belfast as the premier venue for corporate hospitality functions
- In conjunction with the catering service provider effectively develop and maximise corporate hospitality at Titanic Belfast
- To liaise with the catering service provider to ensure the smooth running of sponsorship and corporate hospitality functions

- To provide the Head of Sales and Marketing with accurate and up-to-date statistics and management information with regard to the section's performance and monitor and maintain such records and information
- To act as the customer relationship manager for Titanic Belfast in relation to its corporate sponsors / partners
- To devise, develop and maximise revenue for a Friends of Titanic Belfast Loyalty Club
- To ensure quality systems are created and maintained for correspondence and documentation so that customers receive consistent professional services at all times
- To participate as directed in Titanic Belfast's recruitment, selection and interviewing procedures
- To undertake the duties in such a way as to enhance and protect the reputation and public profile of Titanic Belfast
- To undertake such other relevant duties as may from time to time be required
- To work as required, with other departments within the organisation, to ensure that revenue is maximised within the trading areas

The above reflects the main elements associated with this position. It is not intended to be exclusive or exhaustive.

Essential Criteria

Qualifications

- Applicants must hold a degree in a related discipline such as business and / or marketing
- Titanic Belfast reserves the right to shortlist applicants, if necessary, based on the level of qualification

Experience

- Minimum of two years' experience in account management and securing commercial sponsorship
- Previous experience of managing corporate hospitality, preferably within an arts / entertainment venue

Special Skills and Attributes

- Applicants must have excellent interpersonal skills with the ability to communicate verbally and in writing
- Applicants must be able to work on their own initiative in a well organised, methodical manner with a high level of self-motivation
- Applicants must possess a full, current driving licence

Applicants will be based in Titanic Belfast but should expect to travel in the course of their duties.

Core Competencies

- Self-starter with the ability to work on own initiative
- Ability to prioritise and work to deadlines
- Effective and highly developed communication skills in both formal and informal settings with the ability to influence others and make formal presentations
- An effective team player
- Excellent interpersonal and customer relationship management skills

The closing date for receipt of completed Application Forms is 5.00pm Monday 23rd July 2012.