



Coventry City Council

## Job Description

<b>Post:</b>	Business Development Manager DM	<b>Job Number:</b>	A5866
<b>Service:</b>	Place Directorate - Economic Growth, Culture and Development (Destination Coventry)	<b>Post Number:</b>	
<b>Location:</b>	Floor 11, Friargate One	<b>Grade:</b>	G6

### Our values:

We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation.

### Job Purpose:

- To develop and manage relationships with key destination and hospitality, leisure and business tourism stakeholders to deliver the Destination Coventry membership strategy. Developing, growing and retaining our network of members to generate income and meet annual targets to support the long-term viability of a self-funded DMO.
- Identifying through research and member feedback challenges within the visitor economy which prevent it reaching its full potential. Working with destination and external colleagues to identify areas of tailored business support to ensure the continued success of the visitor economy in the region.
- Promoting other opportunities managed by Destination Coventry to profile the region as a destination of distinction for business and leisure visitors.
- Identifying and developing new initiatives to increase our membership portfolio.
- Creating an engagement strategy with our members to ensure they are maximizing their membership benefits and updated with the work and opportunities available by Destination Coventry to support and grow the local visitor economy.

### Main Duties and Responsibilities:

- Project management of the DMO membership strategy and retention programme, including multi-channel subscription sales strategy and membership retention journey plan. Ensure Standard Operating Procedures (SOPs) are in place to ensure a consistent and fulfilling membership journey for all fee-paying stakeholders.
- To coordinate, promote and recruit public, private and third sector partners to the DMO membership scheme and to manage the efficient administration of the scheme to ensure the strengths of the city and the wider sub-region are fully exploited.
- Create and manage a membership prospect pipeline.

- Continually evaluate the DMO's membership proposition to ensure it is fit for purpose to the visitor economy sector. Through feedback, market research, competitor analysis and member engagement, with a view to proposing enhancements that will ensure it remains compelling to new and existing members.
- To support the delivery of Destination Coventry commercial opportunities to promote and increase the profile of the city.
- Managing and delivering elements of business support working directly with businesses at the highest level.
- Working closely with DMO Sub-Groups and key leisure and business tourism stakeholders to promote and increase the profile of Coventry as a destination of distinction and to secure business and leisure tourism opportunities for the city.
- Identifying challenges within the sector that could hinder Coventry & the wider Warwickshire regions ambition to be an area of distinction for business and leisure visitors, consider collaborative opportunities with business support partners to address these issues for the long-term success of the sector and region. This could include supporting the development and promotion of business support, funding, grants and loan schemes.
- Proactively promoting Coventry and the wider region as a place to visit and invest. Providing information and support to potential investors including the organisation of events, preparing publicity materials, maintaining a vibrant web site and social media platforms.
- Representing Destination Coventry at a variety of events to promote the benefits of Destination Coventry membership proposal.
- Managing relevant client databases with up-to-date client interactions, ensuring the integrity of client data to pursue the key duties of the post.
- Any other duties and responsibilities within the range of the salary grade.

**The post holder must comply with Coventry City Council's health and safety policy and in particular is required:-**

- To take reasonable care for their own health and safety at work and of those who may be affected by their actions or by their omissions
- To cooperate with their line manager and senior management, to work safely, to comply with health and safety instructions and information and undertake appropriate health and safety training as required
- Not to interfere with intentionally or recklessly or misuse anything provided in the interests of health, safety and welfare
- To report to their manager any health and safety concerns, hazardous condition or defect in the health and safety arrangements.

**Any further Health and Safety responsibilities relevant to this post will be set out in the offer letter and Written Statement of Particulars**

The post holder must comply with the Interagency procedures of the Safeguarding Boards and Coventry City Council's policies for safeguarding children and safeguarding adults and in particular is required:-

- To ensure they are aware of the signs that may suggest a child or vulnerable adult is being

abused or neglected

- To report to their manager, or other appropriate manager, any concerns they may have that suggest that a child or vulnerable adult may be being abused or neglected immediately

**Any further Safeguarding Board responsibilities relevant to this post will be set out in the offer letter and Written Statement of Particulars**

Post holders will be accountable for carrying out all duties and responsibilities with due regard to the City Council's Workforce Diversity and Inclusion Policy.

Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.

**Responsible for:** N/a

**Responsible to:** Senior Destination Officer

**Date Reviewed:**

**Updated:**



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## Person Specification

<b>Post:</b>	Business Development Manager DM	<b>Job Number:</b>	
<b>Service:</b>	Economic Growth, Culture and Development (Destination Coventry)	<b>Post Number:</b>	
<b>Location:</b>	Floor 11, One Friargate	<b>Grade:</b>	

Area	Description
<b>Knowledge:</b>	<ul style="list-style-type: none"> <li>Knowledge of the local visitor economy and value and importance it has to the success of Coventry and Warwickshire as a place to live, work, visit and invest.</li> <li>Knowledge of Destination Management and awareness of key stakeholders and partners within this sector.</li> <li>Knowledge of the MICE Industry (Meetings, Incentives, Conference &amp; Events).</li> <li>Awareness of marketing destinations to effectively support the visitor economy.</li> <li>Awareness of business support opportunities to specifically support the tourism and hospitality sector.</li> <li>Previous experience in the delivery of a membership scheme, creating a partnership package and maintaining income targets.</li> </ul>
<b>Skills and Abilities</b>	<ul style="list-style-type: none"> <li>Ability to build and maintain professional working relationships at all levels. Interpersonal, influencing and negotiation skills, including the ability to work sensitively with businesses and partners in a commercial environment.</li> <li>Ability to deliver exemplary customer service to our Destination Coventry members.</li> <li>Able to manage financial and overall performance of projects and make recommendations for future action.</li> <li>Excellent verbal, presentational and written communication skills for making presentations and preparing a wide range of written material.</li> <li>Good negotiating and influencing skills for working with businesses partners.</li> <li>Able to understand and evaluate business finance data, prepare financial forecasts and maintain a budgetary control system using spreadsheets</li> <li>Excellent information technology skills to record, analyse and present information and prepare written material.</li> <li>Able to work effectively with business leaders and the senior managers of private sector and public organisations.</li> <li>Ability to use initiative and develop appropriate and productive building confidence and trust in the service and displaying a clear and, where appropriate, assertive style when dealing with others.</li> </ul>



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	<ul style="list-style-type: none"> <li>• Ability to work under pressure, to manage priorities and meet deadlines.</li> </ul>
	<ul style="list-style-type: none"> <li>• Ability to create and facilitate events.</li> </ul>
	<ul style="list-style-type: none"> <li>• Able to work flexibly in a team structure and undertake occasional early morning or evening work in connection with exhibitions and meetings.</li> </ul>
	<ul style="list-style-type: none"> <li>• Able to manage personal time, set priorities and achieve goals and targets</li> </ul>

<b>Experience:</b>	<ul style="list-style-type: none"> <li>• Experience of success building partnerships in a tourism, or other commercial environment. A proven track record of achievements gained through forming and working in partnerships with private, public and third sector organisations within the field.</li> </ul>
	<ul style="list-style-type: none"> <li>• Experience of generating income and meeting targets to ensure the success of a membership strategy.</li> </ul>
	<ul style="list-style-type: none"> <li>• Experience of developing and successfully implementing business and resourcing plans in a commercial environment.</li> </ul>
	<ul style="list-style-type: none"> <li>• Experience of the overall promotion of a venue or location for business and/or leisure tourism.</li> </ul>

<b>Educational:</b>	<ul style="list-style-type: none"> <li>• Degree, equivalent qualification in a related subject or equivalent experience.</li> </ul>
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<b>Special Requirements</b>	<ul style="list-style-type: none"> <li>• Ability to travel to meetings and events in Coventry and the wider region therefore use of own vehicle is essential.</li> </ul>
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**Date Reviewed:** July 2022