

## PART A: JOB SCORECARD SUMMARY

To provide clear goals, expectations and feedback so that each member of the team can significantly multiply their contribution to WellingtonNZ and to their own success.

<b>Name of role:</b>	Business Events Senior BDM
<b>Business Unit:</b>	Venues Wellington
<b>Who reports to:</b>	Event Development & Sales Manager
<b>Direct reports:</b>	Business Events BDM(s)
<b>Date:</b>	May 2019
<b>Purpose of the job:</b>	<p>The Business Events Senior BDM is responsible for working with the Event Development &amp; Sales Manager to develop and to drive the implementation of the business events sales strategy via the Business Events BDM team.</p> <p>The Business Events Senior BDM will also be responsible for managing a portfolio to enable sales revenue and growth targets specifically focused on large scale convention/conference business across the Venues Wellington portfolio.</p> <p>The Business Events Senior BDM will proactively build a strong sales pipeline of events and conversion strategy.</p>

## PART B: JOB SCORECARD DESCRIPTION

**Key responsibilities:** Specific actions, tasks or areas of responsibility this role will oversee.

Area of responsibility	Actions/ Tasks
Sales	<ul style="list-style-type: none"> <li>Work with the Event Development &amp; Sales Manager to develop the sales strategy including the setting of sales pipeline expectations, targets, budgets and reporting around large scale convention/conference business.</li> <li>Achieve and exceed sales-related KPIs (individually and team agreed revenue targets, conversion targets, cross and up-sell targets, churn and customer satisfaction measures)</li> <li>Key focus is to attract and secure conferences and conventions.</li> </ul>

	<ul style="list-style-type: none"> <li>• Achieve targets to maximise commercial utilisation and ancillary revenue streams and drive profitable outcomes.</li> <li>• Develop, manage and maintain an up-to-date sales pipeline including targets, budgets and reporting by accurate and detailed use of EBMS for the Business Events BDM team.</li> <li>• Work collaboratively with the Business Events Wellington team in the Regional Development, Destination &amp; Attraction team to actively promote Wellington as a business events destination and respond to bid opportunities by utilising a mix of leads and proactive database research, and leverage WellingtonNZ wide initiatives to grow business into our Venues.</li> </ul>
People Management	<ul style="list-style-type: none"> <li>• Ensure the Business Events BDM team are fully trained and adequately skilled for the tasks expected of them and understand relevant standard operating procedures.</li> <li>• Create a positive team environment that motivates individuals and the team to attain the target of matching delivery of events with client expectation.</li> <li>• Coach direct reports in an appropriate and professional manner to improve performance.</li> <li>• Monitor the performance and workload of all staff members</li> <li>• Responsible for the hiring, review and ongoing management of all staff in the Business Events BDM team.</li> </ul>
Account and relationship management	<ul style="list-style-type: none"> <li>• Acquire, retain and manage key accounts by establishing, building and maintaining close liaisons with internal/external referral sources.</li> <li>• Prepare proposals, undertake contract negotiation and generation of contracts for business won.</li> <li>• Build and maintain close relationships with key clients and industry referral sources and ensure account activity is updated in EBMS.</li> <li>• Develop, co-ordinate and undertake sales call programme that delivers results.</li> <li>• Attend trade shows, industry events as necessary.</li> <li>• Provide exceptional event experiences for our clients through attention to detail and great account management.</li> <li>• Ensure a thorough and detailed face to face hand-over of each event is given to an Event Planner to ensure customer satisfaction measures are met and exceeded.</li> <li>• Be on the ground on event day as necessary to ensure seamless account management.</li> <li>• Represent Venues Wellington brand in a professional manner appropriate to our values with all clients (including hirers), patrons, delegates, suppliers and stakeholders.</li> </ul>

	<ul style="list-style-type: none"> <li>Deal with clients, contractors and team members in a polite, courteous and professional manner at all times and be prepared to roll up our sleeves and do whatever is required, in a safe manner, to meet the needs of our customers and their deadlines.</li> </ul>
Key internal Relationships	<ul style="list-style-type: none"> <li>Work closely with the wider Business Events Wellington team to collaborate to ensure best outcomes for Venues Wellington and Wellington.</li> <li>Work closely with the team to ensure cross team collaboration, a seamless service, a cohesive Venues Wellington Brand and to provide backup as necessary.</li> <li>In conjunction with the hirer, industry partners and the marketing team develop marketing strategies to drive conference/convention sales.</li> </ul>
Health, safety and compliance	<ul style="list-style-type: none"> <li>Take an active role in identifying and mitigating any health and safety risks to yourself and others. While at work, take reasonable care for your own health and safety and ensure what you do does not negatively affect the health and safety of others.</li> <li>Comply, as far as you possibly can, with any instructions, policies, procedures or guidelines given by WellingtonNZ in relation to health, safety and compliance.</li> <li>Report any potential hazards or risks to health and safety or the environment as soon as possible and take immediate action to minimise or mitigate these if it is not potentially harmful to your own health and safety.</li> </ul>
WELLINGTONNZ collaboration	<ul style="list-style-type: none"> <li>Maintain a "WellingtonNZ-wide" perspective with all work.</li> <li>Consider how your role links and contributes to other areas of WellingtonNZ, and actively engage when required.</li> <li>Communicate with fellow WellingtonNZ colleagues on work, initiatives and projects.</li> <li>Actively collaborate and participate in WellingtonNZ-wide initiatives and projects.</li> </ul>
General	<ul style="list-style-type: none"> <li>This job scorecard is not intended to be an exhaustive list of tasks, but to act as guide as to the main duties and responsibilities of the position. Its content will be subject to regular review in conjunction with the job holder.</li> </ul>

**Job outcomes:** Visible and measurable evidence of success in this role.

Outcomes / results	Target Measure
To be determined with your manager.	

**Competencies:** Specific skills, traits and competencies necessary to be successful in this role.

Competency	Description of competency
Technical Ability and Experience	<ul style="list-style-type: none"> <li>• Proven experience in Business Development</li> <li>• Proven experience of meeting sales targets and pipelines</li> <li>• Sensitive to individual and team motivators/ demotivators; builds self-reliance (awareness/ responsibility);</li> <li>• Uses, adapts or creates systems to meet and prioritise KPI's and sets performance benchmarks for self</li> <li>• Ability to track and measure own sales activity</li> <li>• Proven experience of stakeholder engagement</li> </ul>
Competency	Description of competency
Communication	Communicates information clearly, adjusting the way they communicate to suit the intended audience.
Relationship Management/ Customer Focus	Proactively has an awareness of and acts to consistently meet customer/ client needs.
Work Organisation	Effectively organises all aspects of work in order to achieve high quality and timely output.
Initiative Analysis & Problem Solving	Uses relevant information in analysis of issues and applies reason to reach conclusion from which practical recommendations are made.
Teamwork	Cooperates and consults in order to get a task done. Establishes and maintains relationships as appropriate and contributes to the achievement of objectives.

**Values:** Our purpose & values which bring to life WellingtonNZ's aspired culture.

Our purpose	Our organisational values	Our culture
<p><b>To make the Wellington region wildly famous</b></p>	<p>Do it together            Dare to be different            Show the passion            Find the fun            Focus on the customer</p>	<p>Collaborative            People-centered            Supportive            Constructive            Open            Recognition            Celebrate success            Empowerment            Ownership            Accountability            Learning, coaching and personal growth</p>