

Job Description

Business Development Manager

Position: Business Development Manager MICE	Department: Sales	Reporting to: Director of Sales
Job level: Manager Salary: £40000 per annum	Contract: Permanent	Hours per week: 37.5 hours 5 days out of 7

Job Purpose: Identifies business growth opportunities and develops strategies to increase company sales. Generates new contracts and sales leads to drive sales growth. Position Stadium MK as the preferred choice for Events.

Job Description

Main Objectives

Reporting to the Director of Sales we are looking for a highly proven proactive Business Development Manager to drive New Meetings and Events business for Doubletree by Hilton Milton Keynes and cross sell Stadium MK event space. A highly focused role to grow new business, build and maintain key relationships to capture repeat business through Meeting and Events Agents as well as the corporate sectors.

Showcasing the venue, creatively explore the unique event space throughout Stadium MK to secure profitable bookings against KPI targets in line with budgets.

Presenting and pitching to prospective clients with a broad understanding of our event space capabilities.

Networking and attending industry awards /events to build relationships and bring awareness of the venue.

You will love presenting and have an excellent communication style with clients and stakeholders at all levels.

We are looking for a proven track record in identifying prospects, unearthing leads, building relationships, and winning business.

This is a role that requires passion for proactive sales, a strategic approach with a background in meetings and events sales in either a venue or agency is desirable.

- Meet targets and KPIs set to drive increased revenue targets for Meetings and events business across Stadium MK event space, heavily focused on large events into our Ballroom and Arena such as Conferences, Awards, Sporting Events, Exhibition, Concerts, Asian Weddings.
- Maximising revenue at all opportunities.
- Understanding of Booking windows, high, medium, low demand, trough periods and lead times for larger events.
- Creating sales forecasts and actively working towards achievement.
- Understanding Industry Trends and Identifying new business opportunities, including new markets, new clients, new partnerships.
- Creating strategies to successfully reach new business opportunities.
- Building relationships with new clients, gauging their needs, and developing proposals to address these needs.
- Maintaining and developing relationships with existing clients and agents.
- Pitching sales and products to new and existing client and Agents.
- Driving Awareness of Stadium MK facilities, understanding of Event space capabilities, organising site visits for potential new clients.
- Attending Industry Trade shows to showcase facilities build relationships with industry partners and staying up to date with new trends.

- Possessing a strong understanding of the company's products, the competition in the industry and positioning
- Work closely with Events team to ensure requirements are met.
- Understanding of Salesforce and management of sales leads.
- To meet and exceed guest expectations through consistent delivery of service levels in line with brand requirements.
- Maintain good working relationships across the hotel and with external suppliers.
- To gather all required information needed from clients' enquiries.
- To maximising revenue through upsell opportunities.
- To conduct administrative duties using Microsoft office, internet explorer and the hotel property management system.
- Undertake travel to meet key clients, participate in road shows and regional travel exhibitions to grow a prestigious portfolio of accounts to position Stadium MK as the preferred choice for Events.

Person Specifications

Essential

- Previous experience of driving Sales and closing business.
- Excellent interpersonal and communication skills
- Experience of working to deadlines
- Strong negotiation skills
- Presentation Skills
- Flexible, resilient, and able to work under pressure.
- Computer literate - Must be adept in use of Excel Microsoft word, internet, email and desirably Delphi.
- Driving Licence and Car.

Behavioural indicators

Functional Skills.

Leading Edge Thinking (Skilled)
 Process Management (entry)
 Functional Skills (skilled)
 Communication (Skilled)

Personal Attributes.

Respect for others (Skilled)
Confidence and commitment (Skilled)
Integrity and trust (skilled)
Self-development (skilled)
Resilience (Skilled)

Delivery at Pace

Commercial edge (Skilled)
Passion for customers (Skilled)
Drive for results (Skilled)
Challenging the status quo (Skilled)
Planning and prioritisation (skilled)

People Skills

Impact and influence (skilled)
Leading change (skilled)

Closing date: 23/6/2025