



JOB DESCRIPTION

Job Title	Head of Business Development	Department	Business Development
Reports To:	Managing Director/General Manager	JD Date	Oct 2019
Job Information			
Type of Role	Management	Location	Bangkok, Thailand
Job Purpose			
<p>In conjunction with the Managing Director/General Manager, build and execute a Leisure sales plan. Generate new business leads that convert into sales to support Destination Asia (DA) Thailand and the DA Group to meet targets for revenue growth, profitability and market share within the Leisure sector.</p> <p>Responsible for growing new and existing client relationships and business opportunities for DA Thailand; be the proactive point of contact for clients across multiple source markets and be accountable for driving Leisure sales within DA Thailand.</p> <p>Explore and maximise opportunities to retain and grow market share by building strong relationships across the DA network with DA International Sales Offices (ISOs), DA clients and DA suppliers.</p>			
Collaboration:			
<p>Internally, the Head of Business Development is expected to work closely with the Heads of Customer Service, Operations, Product, and Reservations & Quotations. It is a pre-requisite to drive a strong team spirit at a department level.</p> <p>Externally, the Head of Business Development will manage and develop relationships with ISO's, DA clients and DA partners and suppliers.</p>			
Accountabilities:			
Strategy	<ul style="list-style-type: none">Identify, develop and drive the long term (3 year) strategic sales plan for the Leisure department to deliver business growth targets and profitability. Ensure alignment between Leisure department strategy, country specific strategies, and where appropriate the DA Group strategy.Develop and implement a client acquisition and retention plan for DA Thailand to identify new and existing target clients to maximise sales leads and increase conversions.		
Execute	<ul style="list-style-type: none">In collaboration with the MD/GM, develop and deliver the long term strategic Leisure sales plan. Ensure that agreed timelines, costs and scope of plan are met to achieve business growth targets and profitability.Responsible for the annual and monthly forecasting of the Leisure sales plan by developing and utilising management tools and statistics e.g. Travel Studio (DA Thailand's Leisure operating and reservation systems).Drive a client-centric culture in amongst the DA Thailand teams.Identify, develop and maintain relationships with key Leisure accounts ensuring that proposals, communications and deliverables meet service level agreements.		

	<ul style="list-style-type: none"> • Acquire new, and maintain, grow existing Leisure accounts to drive increased sales year on year. • Drive innovation and creativity to maximise opportunities for growth and upselling. • Support the continuous improvement of sales and proposal development processes for in-country Leisure teams. • Collaborate with DA Thailand Product department to create the required product that meet the trends and requirements of tomorrow's Leisure traveller. • Build effective and robust relationships with DA ISO network, ensuring that communication, proposal development and all pre-arrival deliverables are effective, efficient and meet all required SLAs. • Attend regional and local networking events, international trade shows and sales trips when required to maximise sales opportunities.
Leadership	<ul style="list-style-type: none"> • Lead and collaborate with the DA Thailand management team the Sales and Business Development plan and goals ensuring there is clear agreement and appropriate KPI's allocated for all related managers and team members. • Lead, coach and motivate the team by driving and supporting development opportunities. • Ensure all team members have clear direction and skills to enable them to perform their duties. This will be delivered through various channels including effective performance management, coaching conversations, support in learning and development requirements.

Qualifications/ skills/ experience / knowledge

Qualifications

- Degree level or equivalent industry experience.

Experience

- 10 years of work experience in a sales function in Travel, DMC, Hotel, or related industry.
- 5+ years' experience at managerial level.
- Experienced leader of people.
- Experience in a structured sales environment, with revenue targets and key account management
- In depth knowledge of the functioning of Leisure department within a DMC.
- A proven track record of Business Development initiatives.
- Experience in product, purchasing, contracting and pricing strategy desirable.
- A proven capability to organise, distribute and complete work within a multinational and multicultural environment.

Skills

- Systematic and logical approach to solving problems.
- Good creative and lateral thinking skills.
- Strong leadership skills and can work well as a team player.
- Self-motivated, highly organised, pro-active and flexible.
- Familiarity with Thailand as a destination and product preferred.
- A deep knowledge of the travel industry, including competitor activity.
- Excellent written and oral communication skills in English (additional languages will be a distinct advantage).
- Strong work ethic with a real commitment to continuous improvement.

Critical Competencies

Focus on our People

Competency	Description	Level	Behaviours
Engaging Others	Acts in a way that gets others on board – and when things don't go to plan, they deal with conflict in the right way. Indicators: <ul style="list-style-type: none"> ✓ Influencers ✓ Role models ✓ Credible ✓ Constructive Challengers ✓ Motivators 	Our managers	Communicate appropriately depending on audience and situation. They admit their mistakes. Facilitate sensitive discussions to resolve conflict or problems and remove barriers. Inspire their teams to strive for more, assign work based on how people work best. Use informal network of contacts to build support for new ideas.
Providing Direction	Shares that plan with others. Tracks how each project is progressing. Gives constructive feedback during, and after, each project. Indicators: <ul style="list-style-type: none"> ✓ Visionaries ✓ Performance trackers ✓ Feedback givers ✓ Future focussed 	Our managers	Explain where the business is going to others, for cascading through teams. Links team goals to company strategy. Take action when results or performance are lower than target and will work to make things better. Seek feedback from others areas of the business. Monitors that performance improvements are being made.

Focus on our Results

Drive	Always gets the job done. And still puts the needs of our business first. Indicators: <ul style="list-style-type: none"> ✓ Committed ✓ Energised ✓ Organised ✓ motivators 	Our managers	Evaluate progress of teams, projects and people and drive changes to get results. Take on new opportunities and match resources to business demands. Ensure a work – life balance is achieved for self and the team. Inspire team members to stay focussed under pressure
Business Thinking	Understands our business. Uses this understanding in their day-to-day work and plans for the future. Indicators: <ul style="list-style-type: none"> ✓ Forward thinking ✓ Experts in our industry ✓ Familiar with our business 	Our managers	Anticipate future requirements; come up with long term plans by testing different options. Maintain focus on day to day management but never lose sight of future plans. Know who key stakeholders are and how they affect the business. Know the competition and how different tactics have worked before. Focus on business results.