



JOB DESCRIPTION

Job Title	Head of MICE	Department	MICE
Reports To	General Manager	JD date	Aug 2019
Job Information			
Type of Role	Management	Location	Thailand
Job Purpose			
<p>Responsible for managing and leading a high-performing team to develop creative MICE proposals and devise compelling solutions to meet client objectives whilst driving revenues and delivering extraordinary levels of customer service.</p> <p>Develop and drive the long-term strategic MICE plan supported by an annual sales plan to enable the MICE department to meet targets for revenue growth, profitability and market share. Represent the business in negotiations, evaluating opportunities in line with DA growth plans.</p> <p>Champion a culture of collaboration, open communications, clear direction, accountability and performance management.</p>			
Collaboration:			
<p>The Head of MICE is expected to work closely with the Group Director of Sales and our International Sales Offices as well as manage and develop external relationships with meetings, incentives, convention and events organizers as well as Corporate Clients and hotels. It is a pre-requisite to drive a strong team spirit at a department level.</p>			
Accountabilities:			
Strategy	<ul style="list-style-type: none"> Identify, develop and drive the long term (2-3 year) strategic plan for the MICE department to deliver business growth targets and profitability. Ensure alignment between MICE department strategy, country specific strategies, and where appropriate dnata Travel strategies. Work with GM or MD to define and deliver MICE objectives and implement initiatives to further develop the portfolio. Drive innovation and creativity to exploit opportunities for growth and increase market share. 		
Execute	<ul style="list-style-type: none"> Develop and deliver the long-term strategic MICE plan. Ensure that agreed timescales, costs and scope of plan are met to achieve business growth targets and profitability. Responsible for the annual MICE budgeting and monthly reforecasting by developing and maintaining pipeline management tools and statistics. Accountable for profitability of all MICE sales and oversight of the department's sales and marketing efforts with clients, (including Incentive Houses, Global International Sales Offices, Representatives worldwide as well as in house Field Sales Accounts.) Manage the day-to-day operations of MICE department ensuring the highest possible service and safety standards for both customers and staff, in order to maintain and enhance DA's reputation as a leading Destination Management Company (DMC). 		

	<ul style="list-style-type: none"> • Ensure operational excellence and service delivery for MICE department, by implementation of operating procedures, health & safety guidelines, service standards across all departments. • Drive cost efficiencies within the MICE area by identifying and streamlining operational processes (e.g. reducing duplication and embracing use of technology). • Lead the MICE team in the continuous improvement of sales and proposal development process. • Drive and Support DA Group led MICE initiatives on behalf of DA (Country) e.g. Agent Hub, Post-event Survey, MICE E-book, Newsletter, Corporate Presentation, DA Thailand Presentation etc. • Accountable for team engagement in Pipedrive (MICE Pipeline and CRM system) and producing monthly reporting and metrics for tracking. • Attend local and international trade shows, sales trips and networking events where required representing the company.
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Leadership	<ul style="list-style-type: none"> • Lead the MICE department through the sharing of strategic aims ensuring there is clear direction and appropriate KPI's for all managers and team members. • Lead, coach and motivate the MICE 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.
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Qualifications/ skills/ experience / knowledge

<p>Qualifications</p> <ul style="list-style-type: none"> • Degree level or equivalent industry experience. <p>Experience</p> <ul style="list-style-type: none"> • 10 years of work experience in a sales or management function in DMC Hotel, Meetings & Events Specialist or Representation Company, • 5+ years' experience at managerial level, managing large teams. • Experienced leader of people. • In depth knowledge of the functioning of MICE department within a DMC. • A proven track record of selling innovative partnerships and exhibiting creativity in devising marketing platforms and activations for blue-chip brands. • A proven capability to organise, distribute and complete work within a multinational and multicultural environment. <p>Skills</p> <ul style="list-style-type: none"> • 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 Country 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. 	
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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