



Effective for: 2008/2009

JOB DESCRIPTION & ANNUAL ACCOUNTABILITIES

Business Development Manager

Department: Sales & Marketing
Reporting To: General Manager New Zealand
Direct Reports: None
Location: New Zealand

POSITION PURPOSE:

- To increase sales of all Intrepid product with New Zealand travel agents.
- To provide excellent training and service to enhance existing industry relationships
- To create growth through managing industry business relationships
- Marketing of Intrepid product throughout the industry
- Building/maintaining relationships with agents & agency groups

QUALIFICATIONS AND EXPERIENCE

Qualifications and/or experience in sales or marketing ideally in a travel industry role
 Personal and/or professional travel experience in over 5 destinations that Intrepid operate
 Knowledge of the New Zealand travel market
 Competent in use of Microsoft office products & internet
 New Zealand passport or on-going working visa (without restrictions)

OTHER SKILLS AND ATTRIBUTES

An understanding of and belief in Intrepid's Responsible Travel philosophy and Core Values
 Personal and/or professional travel experience in Intrepid destinations
 High standards of customer service and excellent communication skills
 Outstanding public speaking / presentation & training skills
 Ability to create and manage marketing strategies, promotions etc.
 Outstanding organisational skills
 Problem solving and decision making capacities
 Ability to work independently and in a team
 Ability to work under pressure and juggle multiple tasks
 Friendly, flexible and a sense of humour!

OTHER REQUIREMENTS

To attend annual Product Week-end off company premises if required
 To be available to work very flexible days/hours to accommodate travel show/agency needs – this can be a combination of long days & nights, weekend work and flying interstate for periods of time
 To attend various Travel Shows when necessary

KEY ACTIVITIES TO DELIVER ACCOUNTABILITIES

Annual Operational Accountabilities	Benchmark Measure
Growth in New Zealand agent sales	<ul style="list-style-type: none"> • Gross \$ sales per year (bookings) as per sales budget • Marketing expenses percentage as gross sales • Sales for new product & styles set growth targets for region by agency chain. • Create and implement specified marketing campaigns and regional promotions
Effective internal and external communication within the marketing dept and outside to the company	<ul style="list-style-type: none"> • Ensure monthly reporting is always completed accurately & on time
Maintaining & growing existing industry contracts & relationships	<ul style="list-style-type: none"> • Seeking business development opportunities with specific industry groups
Increase market penetration within Travel Industry	<ul style="list-style-type: none"> • Optimise effectiveness of marketing campaigns within the Travel Industry
Agent Communication	<ul style="list-style-type: none"> • Report to head offices by 10th of each month the previous months sales figures with commentary

	<ul style="list-style-type: none"> • Increase market penetration within Travel Industry by running training sessions nationally, including newbies & novice training opportunities. • On a weekly basis follow up to all agents who have made bookings - report on any problems to appropriate managers. • Manage all agent queries by responding to agent within 24 hours of receiving initial request. • Drive Intrepid awareness by ensuring the industry is informed of all activities via email broadcasts, flyers, postcards, effective brochure releases, training seminars etc.
Travel Expos & Travel shows	<ul style="list-style-type: none"> • Manage & participate in all travel expos & travel shows as requested by Manager. Arrange and implement Intrepid's presence at travel expos & shows to promote Intrepid product • Report ROI results from the expos
Improve efficiency & effectiveness within New Zealand distribution	<ul style="list-style-type: none"> • Work with head offices & RSM's etc and via agent broadcasts to encourage the use of the online booking system as well as an online training manual.
Drive profitability by keeping marketing spend to budget	<ul style="list-style-type: none"> • Create budget for travel marketing and agency marketing within specified budget criteria • Analysing ROI on agent contracts.
Competitor Awareness	<ul style="list-style-type: none"> • Report on competitor activity twice yearly
Agent Familiarization trips	<ul style="list-style-type: none"> • Fulfill any agent famil trip requests by liaising with operational offices to provide price, itinerary and escort where possible

Annual Performance Pay Goals	Measures and Targets (for example)
Strong sales growth	<ul style="list-style-type: none"> • % growth for industry business
Profitability	<ul style="list-style-type: none"> • % of industry marketing spend to budget
Brand Audit	<ul style="list-style-type: none"> • Run survey for agents twice yearly.
Process improvement	<ul style="list-style-type: none"> • Increase % of agent bookings online.