



Effective for: 2009/10

JOB DESCRIPTION & ANNUAL ACCOUNTABILITIES

Business Development Manager

QLD – Full time

Department: Sales & Marketing
Reporting To: Australian Industry Sales Manager
Direct Reports: None
Location: NSW

POSITION PURPOSE:

- To increase sales of all Intrepid product with Australian travel agents.
- To provide excellent training and service to enhance existing industry 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 Australian travel market
 Competent in use of Microsoft office products & internet
 Australian 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!

KEY ACTIVITIES TO DELIVER ACCOUNTABILITIES

Annual Operational Accountabilities	Benchmark Measure
Growth in Australian 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"> • Increase market penetration within Travel Industry by running training sessions nationally, including newbies & novice training opportunities.

	<ul style="list-style-type: none"> • 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 Australian wholesale distribution	<ul style="list-style-type: none"> • Work with head offices & PDM's, RSM's etc and via agent broadcasts to encourage the use of the online booking system as well as an online training manual.

OTHER REQUIREMENTS

To attend annual Product Week-end off company premises

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