

**JOB DESCRIPTION & ANNUAL ACCOUNTABILITIES****Senior Business Development Manager**  
NSW

**Department:** Australia Pacific  
**Reporting To:** Industry Sales Manager - AUNZ  
**Direct Reports:** 7  
**Location:** Sydney

**POSITION PURPOSE:**

- To increase sales of all of Intrepid Group's products through
- identifying key growth opportunities
  - strategically planning events and incentives
  - effectively managing and developing a team of Business Development Managers
  - enhancing existing industry relationships and establishing new ones

**QUALIFICATIONS AND EXPERIENCE**

A minimum of 5 years experience in sales or marketing in the travel industry  
 A minimum of 2 years experience in management.  
 Personal and/or professional travel experience in over 5 destinations that Intrepid operate  
 Knowledge of the Australian travel market  
 Competent in the use of Microsoft office products  
 Australian passport or on-going working visa (without restrictions)  
 NSW Drivers License

**OTHER SKILLS AND ATTRIBUTES**

An understanding of and belief in Intrepid Group's Responsible Travel Philosophy and Core Values  
 A high standard of customer service and excellent communication skills  
 Outstanding public speaking & presentation skills  
 Outstanding organisational skills  
 Problem solving and decision making capacities  
 Ability to work both independently and in a team  
 Ability to work under pressure  
 Strong business acumen  
 Experience using Salesforce  
 Flexible and thrives on change  
 Friendly, flexible and a sense of humour!

**KEY ACTIVITIES TO DELIVER ACCOUNTABILITIES**

<b>Annual Operational Accountabilities</b>	<b>Benchmark Measure</b>
Grow Industry sales and passenger numbers through implementation of specified marketing campaigns and incentives with partners.	<ul style="list-style-type: none"> <li>• Deliver Gross \$ sales per year (bookings) as per sales budget</li> <li>• Drive sales through your direct reports to meet and exceed targets</li> <li>• Implement specified marketing campaigns</li> </ul>
Manage allocated budget	<ul style="list-style-type: none"> <li>• Manage spend in line with % budgeted.</li> </ul>
Effective internal and external communication	<ul style="list-style-type: none"> <li>• Manage spend within your assigned budget</li> <li>• </li> </ul>
Develop marketing plans in line with the global strategy	<ul style="list-style-type: none"> <li>• Marketing plan, budget &amp; schedule written &amp; prepared annually in line with national marketing calendar.</li> </ul>

Provide support to Industry Sales Manager Industry Sales Manager/s and BDMS	
Effectively manage and develop a team of BDMS	<ul style="list-style-type: none"> <li>• Ensure our brands are correctly represented by * BDMS</li> <li>• Conduct monthly one on ones</li> <li>• Run weekly team meetings</li> <li>• Facilitate conferences, expos and events</li> </ul>
Manage and develop relationships with retail partners	<ul style="list-style-type: none"> <li>• Quarterly meetings with partners</li> <li>• Drive sales through implementing effective sales strategies and marketing calendars</li> <li>• Attend industry conferences and events</li> </ul>
Manage Travel Expos and Travel Shows	<ul style="list-style-type: none"> <li>• Manage staffing, collateral, branding and presentations at various travel expos</li> </ul>

#### **OTHER REQUIREMENTS**

To attend annual Company day off company premises

To attend 2 Sales conferences per annum

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