

Job Title: Industry Partners Team Co-ordinator			Region Europe
Dept. Industry Partners			Written By Thomas Emanuel
Date Created November 17th 2016	Review Date	Reviewed By	
Position in Organisation <ul style="list-style-type: none"> • Reports To: Business Development Manager – Industry Partners • Directly Supervises: None • Indirectly Supervises: None 			
Main Purpose of Job <p>To provide support to the Industry Partners team in London in multiple areas including report generation, marketing, presentation preparation, and prospecting. Provide cover and support for the STR trend department as workload dictates.</p> <p>To be the subject matter expert to assist all team members globally in these areas.</p> <p>To ensure that customer satisfaction and loyalty is consistently outstanding, providing the service levels and professionalism that is expected of STR.</p>			

Key Responsibilities and Accountabilities

1.1 Assist with the systematic, year on year profitable ad hoc report growth globally and meet or exceed all ad hoc product revenue targets
<ul style="list-style-type: none"> • Scope out and produce client requests for ad hoc products, including formatting where customised. • Ensure that all reports delivered adhere to STR's Trend Report guidelines, to maintain our reputation for accurate, confidential data, when assisting the Trend team as workload / cover dictates. • Be proactive in upselling opportunities with clients, ensure that all additional product options are presented – listen to the client requirements and match suitable products accordingly. • Liaise with Industry Partner colleagues to provide feedback and updates on clients where there needs to be more proactive management, or sales approaches. • Create and maintain relationships with clients. • Manage billing processes, including the charging of credit cards as necessary • Work with the accounting team to assist in credit control, ensuring that clients are aware of any outstanding debts during subsequent correspondence • Resolve report enquiries in a timely, efficient manner as and when they arise. • Monitor and organise records of ad hoc report sales and assist accounting with invoicing requests

1.2 Assist the Industry Partners team with Business Development and Marketing
<ul style="list-style-type: none"> • Liaising with the marketing department, take the lead on the production of the quarterly Industry Partners client newsletter – 'Hotel Investor News' • In conjunction with IP team, assist in creating content and design for the IP team as required for mailings, conferences etc • Prepare presentations for the IP as required, continually trying to evolve the presentation slides to enhance

This job description is full but not exhaustive and the job holder will be required to undertake other activities as reasonably required by the Company

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audience understanding

- Manage the bi annual IP events in conjunction with the marketing team
- Assist the IP team with prospecting of new clients – investigating leads and contacts as per the wider Business Development plan
- Assisting with administrative tasks as required.

1.3 Develop and utilize internal and external relationships in order to assist in moving the business forward

- Maintain key working relationships with internal suppliers, for example, colleagues across the globe, ensuring that they are aware of the processes that need to be followed when ordering an ad hoc report.
- Discuss with clients to understand what advancement they would like to see within ad hoc product development
- Follow and analyze industry trends, and strategic movements by competitors to assess potential market threats and identify potential product enhancements
- Provide feedback to the leadership on advancements that could be made, and play a proactive role in assisting with the roll out of future product advancements

1.4 Commit to being an active member of the team and to on-going personnel and professional development

- Keep up to date with market developments in the industry
- Attend training and actively seek to continually enhance understanding of STR's products and value proposition
- Attend marketing events, team meetings, kick off meetings and functions as required
- Adhere to all STR processes and policies and maintain customer confidentiality
- Ensure STR brand and corporate values are evident to the customer at all times
- Understand and adhere to the STR's vision and our values

Core Competencies

Competency	Knowledge
Industry Knowledge	Knowledge and understanding fundamentals of the global hospitality industry. Deep knowledge and understanding of the various types of clients and their requirements for data.
Technical Expertise	Knowledge of selling hotel performance data within the hospitality industry. Computer literate, experience of working with MS Office (Outlook, Excel, PowerPoint) and Salesforce is essential. Highly numerate with an eye for detail and a strong desire for accuracy. Outstanding PowerPoint presentation skills.
Customer Focus	Ability to work with clients, partners, and STR personnel at all levels from C-level downwards establishing credibility and building trusted status. Providing excellent customer service in challenging situations while maintaining STR standards.
People Skills	Able to work with internal and external clients to a very tight deadline. Able to interact effectively with people at all levels in an organisation including hotel executives and their staff.
Adaptability	Capable of dealing with urgent internal and/or external requests while maintaining the turnaround times for other projects. Able to quickly change focus area from region to region.

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Delivers Results	Able to prioritise and deliver accurate results. Completing all documentation accurately and thoroughly.
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Specific Job Competencies

Competency	Expectation
Prioritisation	Ability to prioritise workload and deliver timely, professional responses within set timeframes
Escalations	Ability to resolve project-related escalations from customers during solution lifecycle.
Negotiation	Ability to act as decision marker for ad hoc report deals. Champion and defend STR pricing based on value offered.
Technical	Ability to work with complicated data sets, and resolve queries relating to the outcomes. Understanding the outputs from different internal systems

Job Context

Context	Description
Office Based	Role will be based in the London office.
High volumes	Ability to deal with high volume of incoming enquiries, both internal and external and to handle accordingly.