

Job Title: Head of Business Development, Europe			Region London/Europe
Dept. Business Development			Written By JP
Date Created 26th June 2017	Review Date	Reviewed By	
Position in Organisation <ul style="list-style-type: none"> • Reports To: Managing Director • Directly Supervises: 7 • Indirectly Supervises: 1 			
Main Purpose of Job <p>To develop and lead the successful implementation of the geographic business development strategy with responsibility for the achievement of key financial targets and performance measures.</p> <p>To drive the long term growth of the business through the recruitment of new clients into the STAR program across Europe.</p> <p>To develop an industry leading team that is recognized by our partners and industry peers for its professionalism, customer centricity and satisfaction / loyalty.</p> <p>To lead, develop and coach all direct reports ensuring that the highest level of professionalism and performance are maintained and that all activity is aligned to the STR key market strategy and is conducted within STR standardized policies and processes.</p> <p>This job is part of the Senior Management team.</p>			

Key Responsibilities and Accountabilities

1.1 Drive systematic, year on year STAR Participation growth and meet or exceed all revenue targets and key performance indicators.
<ul style="list-style-type: none"> • Develop and lead the STR Business Development strategy and revenue plan and then lead the execution of the STR strategy and tactical activity plan for the team. • Lead, drive and be a role model for the business development team, initiating and conducting proactive research to ensure an in depth understanding of customer business challenges, internal political environment, market trends, competition and partners that may affect the customers' business and decision making. • Maintain a high knowledge of STR products and services and of those offered by key competitors, knowing how this may impact on future product strategy, customer needs and revenue growth. • Identify opportunities for to further increase participation through high impact deals with third parties that enable the sales teams to be successful in their territories.

Job Description – Head of Business Development, Europe

1.2 Develop, maintain and lead a professional business development environment where best practice business development methodologies are utilised, in line with STR business development systems and processes

- Ensure each member of the BD team has completed and maintains a sales plan and everything is logged in Salesforce.com
- Conduct monthly reviews of salesforce.com with each member of the team, ensuring it is up to date and accurate at all times.
- Drive internal culture and performance levels to provide a seamless customer experience.
- Set, agree with the MD and manage the revenue target, travel and expense budgets for the function.

1.3 Build, develop and motivate a winning team

- Actively coach and develop individual team members ensuring they have the necessary skills to achieve both their targets and market strategy.
- Ensure new starters and existing team members have the correct training and support, ensuring that training plans are completed and updated as systems and tools are enhanced and introduced
- Set stretching but achievable targets that ensure both individuals and region meet their targets
- Set clear, SMART objectives and conduct annual and bi annual appraisals for each team member
- Create a committed and winning team by ensuring clear and regular communication and by leading by example
- Ensure that team members consistently perform to high standards and in accordance with the global and regional business strategy, company policy, STR values and good practice.

1.4 Set and deliver annual territory based marketing strategy

- Work with each BD team member to plan an annual marketing strategy
- Work with the director of marketing and the marketing team to plan and execute the strategy throughout the year.
- Review bi annually with each BD team member – what worked – what did not, and improve for the following year.

1.5 Develop and utilize internal and external relationships in order to deliver profitable business

- Develop and maintain key working relationships with internal suppliers, for example, marketing, finance, ensuring open communication and timely requests for information and / or support
- Work seamlessly with account management to develop and execute regional strategies.
- Review and assist in the development of custom engagement strategies for non-standard opportunities (i.e. pricing and commercial terms).
- Work closely with the Client Relationship team to help develop relationships with hotel businesses to extend influence and information gathering opportunities

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

- Keep up to date with market and other developments within the function and the industry
- Attend training as required and actively seek to continually enhance understanding of STR 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 Mission, Vision and Values

Job Description – Head of Business Development, Europe

Core Competencies

Competency	Knowledge
Industry Knowledge	Deep knowledge and understanding of the global hospitality industry and the data requirements of our customers.
Technical Expertise	Must be able to operate Microsoft Office particularly Excel and Word. Experience of using Salesforce software. Experience of using hotel Property Management Systems (PMS). Experience of using hotel Revenue Management Systems (RMS).
Customer Focus	Ability to work with clients, partners, and STR personnel at all levels from C-level downwards establishing credibility and building trusted status.
People Skills	Ability to motivate and manage a large team. Work effectively with colleagues and clients across all levels. Strong team player with good listener.
Adaptability	Adapt to changing work environments, priorities, and organisational needs. Understand the need to adapt approach to various colleagues and clients, with strong situational and cultural awareness. Work across departments where required, to assist in multiple projects.
Delivers Results	Takes ownership of planning and organizing work to achieve territory and account goals Sets priorities and schedules activities accordingly.

Specific Job Competencies

Competency	Expectation
	Ability to prioritise opportunities competing for limited set of resources based on knowledge of all global opportunities and thorough qualification with the customer and through the review process
Escalations	Ability to resolve project-related escalations from customers, partners, and STR personnel during solution lifecycle.
Resource Planning	Ability to understand business priorities and activities to resolve conflicting demands for the same resources.
Negotiation	Ability to act as senior executive to support team members to strategise and close deals. Champion and defend STR pricing based on value offered.
Senior Customer Recruitment	Work with all levels of senior prospect customer management including C-level execs and their respective organizations.
Organisational Skills	Able to manage a high workload and a variety of projects to a high standard within tight deadlines. Efficient and effective forward planner of work and projects.

Job Context

Context	Description
Location	This role is based in our London office. Some limited travel may be required
Public Speaking	The role will be required to give presentations to clients on a regular basis

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