



Job description

Job title	Business Development Executive
Department	Commercial
Responsible to	Director of Sales
Dotted line to	Director of Commercial

Job Summary

The Business Development Executive is responsible for driving revenue growth by identifying new business opportunities, conducting market research and generating sales leads. This role focuses on maximising sales across accommodation, conferences and events while building and maintaining strong client relationships. The position requires managing key local corporate accounts, fostering long-term partnerships and collaborating with internal teams and external stakeholders to support business success.

Key sales activities

- Conduct targeted sales research to identify potential clients and business opportunities, including outreaching to previous bookings and enquiries.
- Support the Director of Sales with on-site and off-site agent and client meetings, as well as local and national networking events.
- Conduct on-site show rounds for clients and agencies, including scheduled appointments and walk in enquiries.
- Stay informed on market trends, competitor pricing and industry insights to maintain the Hotel's competitive position.
- Maintain an up-to-date understanding of competitor rates and local market intelligence, regularly updating SWOT analysis and competitor data.
- Attend industry events, trade fairs and networking opportunities to expand the Hotel's client base, with support from the Director of Sales.
- Attend RevMax meetings, action follow-ups and communicate insights to the Director of Sales and the commercial office team.
- Proactively research key businesses to generate new leads.
- Proactively use LinkedIn and other social media platforms to identify new leads.
- Oversee and manage a portfolio of key local corporate accounts, ensuring excellent service and securing contract renewals.
- Conduct quarterly and annual reviews with corporate clients to identify growth opportunities and increase bookings.
- Strengthen partnerships with key booking agencies to secure consistent business.
- Act as the primary contact for corporate clients, addressing issues professionally and efficiently.

- Organise and host corporate networking events, including drinks receptions, lobby hosting and VIP client engagements to drive new business leads.
- Collaborate with the front of house team to generate new leads.
- Support the commercial office team by handling new enquiries via email, telephone and RFP platforms when required.
- Attend industry events such for key partner and consortium forums when required.
- Work closely with the commercial office team to understand business performance, booking patterns, and revenue opportunities.
- Contribute to sales conversion days, fostering a dynamic, sales-driven environment.
- Actively participate in sales strategy meetings, commercial reviews and internal briefings.
- Work cross-functionally with reservations and conference & events teams to optimise sales conversion.
- Champion the Hotel's sustainability initiatives, integrating responsible business practices into sales activities.
- Build strong relationships with internal teams, the University of Birmingham and key external partners.

Key administration activities

- Manage and update the Hotel's CRM system (HubSpot) and PMS system (Guestline), with checking availability, tracking client communications, proposals and contracts.
- Support the Director of Sales in scheduling client meetings, setting up appointments and coordinating follow-ups.
- Maintain and regularly update the corporate RFP process, maximising renewal opportunities and content accuracy.
- Assist in preparing monthly reports on corporate and agency performance.
- Regularly update the commercial wish, want, walk strategy document.
- Follow up on leads from trade shows, exhibitions and networking events to drive conversion.
- Review daily arrivals in the PMS, identifying new business leads.
- Run regular sales reports to track lead status and improve enquiry conversion rates.
- Support the Director of Sales with trade show and expo planning, ensuring marketing collateral and merchandise is up to date and available.
- Re-engage with past clients and lapsed accounts to uncover new business opportunities.
- Assist in organising VIP visits, FAM trips, and key client appointments, ensuring high-quality experiences that showcase the Hotel.
- Work with marketing to ensure all conference and events platforms are updated with accurate content, promotions and hotel news to maintain strong brand presence.
- Identify and reward regular bookers in collaboration with the reception team to strengthen client relationships.

General Requirements

- Build and maintain effective working relationships across the Hotel.
- Present a professional image of the Hotel to guests.
- Respond professionally and pro-actively to any guest queries.
- Actively support and demonstrate the Hotel's culture and values.
- Comply with statutory requirements regarding the workplace such as employment law, health and safety, hygiene, fire prevention, etc.
- Adhere to all Hotel policies, procedures and processes.
- Always act with integrity and in the interests of the Hotel.

Person specification

Experience

- Minimum 2 years' sales experience in a fast-paced sales and customer-focused environment, preferably within the Birmingham hospitality market.
- Background in customer service or sales roles within hospitality or a related sector.
- Experience in sales and event coordination, business development or sales executive roles.
- Experience and proven ability to research, develop and implement sales processes to drive business success.
- Strong experience using CRM software (e.g., HubSpot) to manage client relationships and sales leads.

Skills, Abilities, and Knowledge

- Self-motivated with a strong drive to meet and exceed sales targets.
- Enthusiastic and proactive in building relationships and generating new business.
- Ability to work effectively as part of a diverse team in a fast-paced environment while maintaining a positive attitude.
- Excellent verbal and written communication skills for engaging clients, preparing proposals and delivering clear presentations.
- A good understanding of hotel sales practices, processes and procedures.
- Strong organisational and administrative skills, ensuring accuracy and efficiency in daily tasks.
- Ability to prioritise workloads, meet deadlines and perform well under pressure in a dynamic sales environment.
- Strong interpersonal and communication skills, capable of engaging with colleagues at all levels.
- Proven ability to build and maintain strong client relationships, fostering long-term partnerships.
- Skilled in consultation, negotiation and decision-making to achieve mutually beneficial outcomes.
- Understanding of hotel sales practices, processes and procedures.
- Independent and resourceful, using initiative to drive business development.
- Familiarity with digital marketing and social media platforms (e.g. LinkedIn) and their role in sales growth.
- High level of professionalism and personal presentation, representing the Hotel with confidence.
- Strong analytical skills to assess performance, identify trends and make data-driven decisions.
- Proficiency in MS Office (Word, Excel, PowerPoint) for creating reports, presentations and data analysis.
- Commitment to continuous learning and professional development to enhance knowledge and skills.

Qualifications

- Good level of general education (A-Level or equivalent).
- Certifications in sales, hospitality management or related areas are desirable, but not essential.