



### Job Description

<b>Job Title:</b>	Business Tourism Manager
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<b>Salary:</b>	Up to £40,000 depending on experience. Full time or part time (pro rata) considered.
<b>Terms</b>	Permanent Flexible working Based in Chester though will involve travel
<b>Reports to:</b>	Commercial Director

<b>1. Duties/Responsibilities</b>	
<ul style="list-style-type: none"> <li>• Set up Marketing Cheshire business tourism function focused on Association sector</li> <li>• Develop business tourism strategy as a component part of the place marketing and inward investment strategy, working with Cheshire &amp; Warrington LEP</li> <li>• Source and generate leads from National and International Associations</li> <li>• Develop, implement and manage conference bid strategies and activities including:             <ul style="list-style-type: none"> <li>○ Set up and liaise with bid committee and liaison with local hosts</li> <li>○ Secure local industry and government support</li> <li>○ Liaison with Marketing Cheshire partners to secure &amp; negotiate rates for venues, hotel accommodation, dinners etc</li> <li>○ Produce bid documents and support materials</li> <li>○ Prepare and conduct bid presentations</li> <li>○ Secure conference bookings into Cheshire</li> </ul> </li> <li>• Work with the Brilliant Science partnership to generate leads from International associations</li> <li>• Lead and develop a scientific ambassador programme as part of the Cheshire Science Corridor Enterprise Zone, this is the recruitment of local hosts in Universities and businesses who would be instrumental in helping secure conferences from their own associations. Develop and maintain professional relationships with ambassadors</li> <li>• Plan and conduct sales activities including sales missions, promotions, tradeshow attendances and presentations.</li> <li>• Provide support for convention bureau activities, and other MICE related activities</li> <li>• Assume any other task as directed by the CEO including assistant with preparation of Board reports, statistics to analyse ROI etc .</li> </ul>	
<b>2. Skills needed to perform this role satisfactorily</b>	

1. Understanding of academic environment.
2. Strong research skills.
3. Ability to network across academic and business sector.
4. Strong communication, presentation and negotiation skills.
5. High level organisational and project management skills.
6. Enthusiasm / interest in the business tourism industry.
7. Ability to work independently, use own judgement and think strategically.
8. Ability to forecast and understanding of revenue.

### **3. Experience required**

This is a new service for Marketing Cheshire building on the work done as part of a Discover England Fund project "Brilliant Science".

We would like to hear from candidates from both a research and academic background and those with experience in the business tourism sector.

Knowledge and experience of the association sector would be beneficial.

Candidates should be degree educated and with 10-15 years working experience.