

# DESTINATION MELBOURNE

## Tourism Business Development Manager – Destination Melbourne

**Role Title:** Business Development Manager  
**Position:** Full time role, 2 year contract  
**Location:** CBD based

- Join Destination Melbourne at an exciting time of business expansion
- New business generation role – advertising, campaign and b2b sponsorship sales to organisations that are not already working with Destination Melbourne.
- A unique opportunity to help Destination Melbourne grow by introducing our programs to the wealth of businesses and organisations participating in the Victorian visitor economy
- Fantastic team culture

Destination Melbourne is the tourism industry body representing the Melbourne metropolitan area. Our business is experiencing growth and as a result an exciting opportunity has arisen for an enthusiastic and dedicated sales professional to join the creative Destination Melbourne team.

Reporting to the Director of Partnerships, Sales & Engagement, the Business Development Manager uncovers new industry relationships and delivers ongoing investment and growth across Destination Melbourne's digital and print advertising programs.

Working within a close-knit sales team from a central CBD office location, the Business Development Manager is responsible for identifying new prospects, developing and securing new business, and achieving sales targets. The position is required to work in partnership with tourism industry stakeholders and associated industries, taking a solution-based approach, along with working closely with the Destination Melbourne team.

If successful, you will be joining our organisation as we commence an exciting time of expansion, growing our innovative digital marketing platforms.

For more information on Destination Melbourne go to [www.destination.melbourne](http://www.destination.melbourne)

### About the role

We are seeking an exceptional candidate who is keen to be part of Destination Melbourne's unique culture, understands and values our business model, and thrives on achieving targets. Ideally someone who naturally goes above and beyond and applies a creative approach to new business and customer service, contributing towards Destination Melbourne's ability to grow and re-invest back into the visitor industry. The successful candidate must also display a positive attitude, a willingness to learn, and can balance working autonomously along with being a committed team player.

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## Key responsibilities

- Identifying and securing meetings with new prospects, phone based cold calling, undertaking lead generation and contribution to lead generation projects.
- Networking with a view to uncovering new contacts and prospects, new business meetings, generally within Melbourne CBD or the greater metropolitan area.
- Advertising, campaign partner, and sponsorship sales across Destination Melbourne's range of digital and print marketing and industry development programs, targeting businesses that are not already working with Destination Melbourne.
- Sector by sector opportunity analysis and prospecting, proactive development of new prospect lists, and tracking conversion
- Applying an end to end sales approach and ensuring customer satisfaction from booking, through to delivery and setting the scene for a seamless renewal.
- Providing comprehensive and clear weekly prospect-based sales pipeline reports.
- General day to day contribution towards Sales Team initiatives, ideally achieving 12-15 new appointments per week.
- Meeting 100% of targets, in line with company goals and deadlines
- Contributing to the Destination Melbourne culture and being a valuable team player.

## Key selection criteria:

- Minimum 4 years' experience preferably in a business development role.
- Demonstrated achievements in the development and implementation of sales strategies to meet and exceed targets.
- Ideally a strong background in advertising sales, combined with a key understanding of digital and social media marketing campaigns.
- Proven ability and commitment to uncover opportunities to achieve business growth
- Ability to effectively coordinate and manage work and deadlines autonomously.
- Strong time management and ability to prioritise tasks to meet critical deadlines and high attention to detail.
- Demonstrated capacity to develop and deliver effective sales plans and to adapt to market conditions
- Well-developed interpersonal, communication and negotiation skills, along with the ability to network and deliver presentations. (The ability to speak Mandarin would be beneficial, but is certainly not a requirement)
- Access to an existing network of industry stakeholders across either or all of hospitality, retail, attractions, accommodation, and local government sectors would be desirable but is not mandatory
- Should enjoy a good laugh and is willing to be a team player
- Experience with Microsoft Office, including MS Word, Excel, Powerpoint and CRM programs
- Has the right to work in Australia (working holiday visa applicants cannot be accepted)

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- A sound knowledge of, and/or experience within the visitor industry, particularly in Melbourne and Victoria would be well regarded but is not mandatory.

## To apply

Applications due by Wednesday 9 January. Only shortlisted candidates will be contacted.

Applications to: [sales@destination.melbourne](mailto:sales@destination.melbourne)

Applications without a cover letter will not be considered.

Please provide:

- Your curriculum vitae
- A cover letter which addresses the key selection criteria, your relevant sales experience, and outlining why you like to help grow our business

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