

Conference Centre Business Development Manager

Job Description

Job Title:	Conference Centre Business Development Manager
Salary:	Competitive + benefits
Reporting to:	Head of Commerce

Job Purpose

As Business Development Manager for the British Motor Museum's award-winning Conference Centre, you will play a pivotal role in expanding the venue's client base and driving revenue growth. You will be responsible for identifying new business opportunities, building and nurturing relationships with corporate clients, event planners, and agencies. This role requires an experienced, dynamic and proactive individual, with strong presentation and relationship building skills. Working closely with the marketing, operations, and commercial teams, you will take the Museum to the market, elevating the venue's profile and driving sustainable growth across corporate conferences, exhibitions, meetings, and events.

The Museum's Conference Centre, with in-house catering, offers a unique venue for meetings of 6-600. Surrounded by large grounds with ample free parking, the British Motor Museum is a world recognised, independent Museum and Conferencing and Events venue. You will join the team at a pivotal moment, with construction about to commence on a new hotel adjacent to the Museum, creating new opportunities for the Museum's Conference Centre. This is an exciting opportunity to take a new offering to the market and help shape future growth.

Main Duties

- Prospect new opportunities, taking the Museum to the corporate conference and events market via cold calls, outreach, networking, meetings and attendance at exhibitions/trade shows and industry events
- Establish and nurture relationships with prospects, key clients, partners, and stakeholders in order to drive business growth

- Conduct thorough market research to identify trends, opportunities, and potential competitors within the sector
- Contribute to the development and implementation of sales strategy, in conjunction with the Head of Commerce and wider Sales team, in order to achieve revenue targets
- Identify and develop new business opportunities, strategic partnerships, and collaborative ventures to expand the Museum's visibility and influence in the sector
- Identify key market segments and target with tailored outreach
- Conduct site visits and arrange and host FAM trips to showcase the Museum's offering
- Work closely and collaboratively with cross-functional teams, including Marketing, Operations, and Finance, to ensure a cohesive approach.
- Support the successful conversion of key enquiries
- Maintain an up-to-date pipeline of target accounts using our CRM systems
- Provide regular reports and analysis on activity, sales performance, market trends, and competitor activities to the Head of Commerce to aid strategic decision-making
- Serve as a brand ambassador, upholding the Museum's image and values in all interactions and engagements within the sector
- Lead negotiations for contracts and agreements, ensuring favourable terms for the organisation while maintaining positive client relationships

Other Duties

- Take responsibility for your own health, safety and welfare, ensuring compliance with Trust's Health and Safety policies, procedures and safe systems of work
- Be responsible for your own behaviour and act in a manner that avoids and discourages any form of discrimination or harassment; to comply with the Trust's Equal Opportunities Policy
- Undertake to familiarise yourself with the data protection procedures set down by the Company as a result of the General Data Protection Regulation
- Actively and positively contribute to the success of the business in delivering your duties and any other business-related activities which may reasonably be requested

Knowledge, Skills, Experience and Attributes Required

- Extensive experience of the Conference & Events industry in a Business Development role within a conferencing facility (such as hotels or dedicated Conference Centres)
- Skilled salesperson with a proven track record in proactive business development

- In depth knowledge of conference venue capabilities (such as room layouts, audiovisual systems, and catering options etc.).
- Experience building strong and lasting relationships with clients and agencies
- Excellent communication and interpersonal skills
- Self-motivated, with exceptional organisational and time management skills
- Able to multi task and prioritise activity
- Good financial acumen with experience of using data to provide insight
- Confident in staying informed about industry trends and changes and able to adjust approach in response to shifting market conditions.
- Confident and professional phone manner

Benefits

To support our staff both inside and outside of work, the Trust offers 26 days of annual leave per year (pro-rata for part-time employees) plus bank holidays. You will receive staff discounts in our gift shop and onsite café as well as a number of free tickets each year for friends and family to visit the Museum.

Access to a pool car is available for business use.

Employee well-being is paramount at the Trust, and we therefore offer enhanced occupational sick leave and pay as well as enhanced family-friendly leave and pay.

We operate an ad-hoc home working policy to allow for maximum employee flexibility.

Joining the British Motor Industry Heritage Trust as an employee will give you the opportunity to develop your career in a friendly and supportive environment while working for a charity dedicated at preserving and sharing Britain's automotive heritage.

Inclusion and Diversity Statement

As an organisation the British Motor Industry Heritage Trust is committed to eliminating discrimination and encouraging diversity amongst our workforce. We welcome applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.