



Job Description

Business Development Manager Great West Way Ambassador Network

Background

The Great West Way was launched in 2017 with the ambition of becoming one of the world's premier touring routes between London and Bristol. The Ambassador Network consists of over 250 investing destinations and tourism businesses, working collaboratively to maximise overall route and individual business potential. To find out more see our latest 2021 Review launched by the Tourism Minister [The Journey So Far and the Way Ahead](#).

Role Summary

Reporting to the VisitWiltshire / Great West Way CEO, this role works collaboratively with Destinations and stakeholders along the route to generate income, exceed commercial targets, and deliver exceptional value for Great West Way Ambassadors.

About the role

The priorities for this role are:

- Managing the Great West Way Ambassador Network
- Securing financial investment from existing and new Ambassadors
- Working in partnership with partner destinations and key stakeholders to generate commercial income and achieve measurable additional benefit
- Managing an efficient recruitment and retention process including reporting to Ambassadors on activity, raising invoices, and securing income.
- Building strong commercial relationships with a wide range of tourism and other organisations, from SMEs to high profile national businesses.
- Identifying, sourcing and responding to Ambassador opportunities
- Inputting to Great West Way development and marketing activity to ensure Ambassador expectations are exceeded.
- Managing and operating successful administration systems to support Ambassador network activity
- Building close relationships with Ambassadors and stakeholders through key account meetings, regular calls and networking events
- Selling additional consumer, travel trade and PR marketing opportunities
- Achieving agreed KPI's to include number of new and retained Ambassadors
- Organising Ambassador events and meetings
- Producing regular commercial updates, reporting to the team and Board
- Other duties as specified by the CEO

About you

To be successful in this role you will have proven relationship and account management experience and strong sales experience based on a collaborative approach. In addition, you will also have the following skills and experience:

Essential

- A successful track record of B2B account management and relationship / membership working
- Proven track record in generating commercial income based on a partnership approach rather than hard sell
- Excellent verbal and written communicator with the ability and confidence to present to external audiences
- Experience of working in a complex stakeholder environment
- Highly-motivated with a can-do attitude and imaginative approach to identifying new business opportunities
- Business understanding and ability to see the bigger picture
- Excellent interpersonal skills at all levels
- Diplomacy in dealing with sensitive or political situations
- Ability to quickly assimilate facts and hit the ground running
- Excellent communication and negotiating skills
- Strong at problem solving with good attention to detail
- Good IT skills to maintain and develop administration systems
- Strong commercial acumen

Desirable

- A good understanding of the Great West Way and the extraordinary variety of tourism assets along the route
- An understanding of current issues and opportunities facing the domestic and international tourism industry and its development
- An interest in sustainability / sustainable tourism
- Car owner and current driving licence

Other

This is a permanent role in a company that operates a flexible working policy. The company shares an office and services with Wiltshire's official Destination Management Organisation, VisitWiltshire and the small team have an office in Salisbury. With flexible working, this role can be home based or office based or a mixture of the two. Some travel along the Great West Way for Ambassador meetings and events will be required.

Salary £35k - £38k plus benefits.

If you have the enthusiasm and drive needed to help us with the next stage of developing the Great West Way as one of the world's premier sustainable touring routes, please apply to: David Andrews, Chief Executive by emailing a covering letter detailing your relevant experience and current salary, and your C.V. to davidandrews@GreatWestWay.co.uk.

For an informal discussion about the role potential applicants should contact David Andrews on 07435 788362.