

## JOB DESCRIPTION

<b>ROLE:</b>	Business Development Manager - Association Sales
<b>DEPARTMENT:</b>	Sales
<b>REPORTS TO:</b>	Head of Sales - Association
<b>CONTRACT:</b>	Permanent Post
<b>BAND:</b>	5 (£29,290.50 - £38,795.94)
<b>HOURS OF WORK:</b>	37 hours per week

### ROLE SUMMARY

Responsible for an individual target and a collective annual budget of over £6M across room hire, additional and catering commission and the delivery of a £20M annual economic impact target, the Business Development Manager will lead on new and repeat ICC Belfast conference sales.

The postholder will assume a leadership role to achieve commercial event targets, providing direction to cross-functional project teams as well as ensuring effective account management plans are devised and executed.

Alongside the Head of Association Sales and Sales Director, the Business Development Manager will build and manage a healthy pipeline of qualified sales opportunities and prepare reports to assist with management reporting and forecasting. Forecasting and management of sales pipeline. Setting and execution of key account management plans in line with the overall sales and marketing strategy to ensure events deliver against contribution targets.

The company is committed to its vision to be world class and create an environment in which our people will continue to grow and play their part in building business tourism, live entertainment and events to deliver socially, culturally and economically for Belfast and Northern Ireland. All employees are expected to commit to the company values of "Do It Right, Do It Now".



**Customers First:** We always put our customers first.

**One Team:** We own shared goals as one team and support each other's growth.

**Environment:** We protect our environment and keep ourselves and others safe.

**Respect:** We treat each other with respect at all times.

**Pride:** We work with pride, purpose and urgency.

**Driven:** We are driven by our pursuit to be world class.

**Structured:** We take a structured approach - plan, do, check, act.

**Unique:** We are proud to be unique and original.

## **Business Development & Sales**

- Maximise commercial opportunities and secure multi-year deals within the Association market to generate revenue across room hire, production and catering.
- Contact and qualify leads through phone calls, emails, and other communication methods
- Conducted market analyses to identify new business opportunities
- Manage the commercial finance forecasts and budgets to reach in-year targets to include all additional services and catering commission revenue.
- Ownership of commercial client relationship with Associations, PCOs and Event Agencies.
- Working alongside stakeholders throughout the city, prospect, bid for and secure national and international conferences and events.
- Represent ICC Belfast at trade shows and business development events to sell the company's products and services and position ICC Belfast as a market leader as an exhibitor and where appropriate, a guest speaker.
- Organise and lead on familiarisation visits for potential clients.

## **Management**

- Dotted line management of operations, production and catering teams within ICC Belfast to ensure the delivery of commercial targets of individual events.
- Ensure accurate terms, conditions and payment plans are clearly outlined in client contracts and that all relevant documents are signed and returned in a timely manner.
- Prepare accurate and up to date sales pipeline reports, activity metrics and other relevant information to assist with management and forecasting.
- Host regular calls with clients, partners and colleagues who serve the client to share insight and progress, trends, business development opportunities, idea development and firm service offerings
- Management of all sales related data entry into CRM system (VEMS Ungerboeck) and ensure sales and marketing team members are fully utilising the CRM system to manage customer relationships and the sales pipeline
- Ensure quality systems are created and maintained for correspondence and documentation, so that clients receive consistent, professional service at all times.
- Assist in the development, implementation and administration of all relevant policies, processes and procedures.

## Other

- Contribute to the strategic and overall development of ICC Belfast through participation and collaboration of the strategy with the Head of Association Sales and Sales Director.
- Have in-depth working knowledge of ICC Belfast venues, and of the competition locally, nationally and internationally, and to keep up to date with developments within the conference and meetings industry.
- Act in accordance with the ICC Belfast policies and procedures including customer care, equal opportunities, health and safety and any pertinent legislation and alongside HR, ensure these are communicated alongside to direct reports
- Undertake all duties in such a way as to enhance and protect the reputation and public profile of ICC Belfast.
- Undertake other such relevant duties as may from time to time be required.

## KEY RELATIONSHIPS

### Internal

- Director of Sales
- Head of Association Sales
- Head of Marketing
- Director of Finance and Systems
- Head of Events and Customer Experience
- Director of Operations
- Head of Production
- Event Managers
- Catering General Manager
- Finance department

### External

- Visit Belfast
- Tourism NI
- Belfast City Council
- Invest NI
- Tourism Ireland
- Visit Britain
- Event Agencies
- Professional Conference Organisers
- Associations
- Trade Partners I.e. Hotels, Titanic etc.
- Industry bodies and tradeshow organisers I.e. ABPCO, IAPCO, AIPCO, IMEX, IBTM, Confex Intl, C&IT, The Meeting Show

## PERSON SPECIFICATION

### Competencies

Applicants must have proven commercial acumen, good oral and written communication skills and possess drive and enthusiasm.

Applicants should have a full current UK driving licence which enables them to drive in Northern Ireland, and a car available for official business; or access to a form of transport which will enable the applicant to meet the requirements of the post in full. Applicants must hold the right to travel without restriction and be available and willing to travel on a regular basis.

Applicants must be able to demonstrate the following competencies which may be tested at interview:

### Competencies:

Applicants will be required to demonstrate evidence of the following competencies through the selection and recruitment process:

**Commercially Focused:** the ability to understand the events industry and drive profitability through proactive sales, identifying opportunities to maximise revenue streams through additional services.

**Partnership Working Skills:** the ability to form, maintain and enhance a wide range of internal and external partnerships working for the benefit of the organisation.

**Team Working Skills:** the ability to work effectively in a team, working with both the Sales & Marketing team and the wider BWUH Ltd team.

**Analysis and Decision-Making Skills:** an analytical approach with a drive for results and excellence and personal ownership for responsibilities.

**Communication Skills:** effective oral communication skills with the ability to build effective working relationships with colleagues, representatives of other departments and external stakeholders.

**Information Technology Skills:** the ability to use Microsoft packages including Excel for taking an analytical approach to sales initiatives.

**Organisational Skills:** an organised and conscientious approach with exceptional attention to detail.

**Customer Care:** An awareness of the importance of responding to the needs of both internal and external customers.

**Work planning and organisation management:** Effective planning skills including prioritisation of work and planning to meet targets.

## **Essential Criteria**

### **Qualifications**

Applicants must:

- possess a minimum of 5 GCSE's (Grades A-C) including English and Maths or equivalent qualifications.
- possess a 3rd level qualification in either a sales, marketing or business related field.

### **Experience**

1. A minimum of three years' experience in sales and client management role.
2. Proven track record in achieving challenging sales targets
3. Expertise in managing multiple communications platforms including CRM
4. Experience of project management and managing activity across multi-disciplinary teams and building commercially focused internal and external partnerships.
5. Excellent verbal and written communication skills, interpersonal and presentation skills with demonstrable experience
6. Competent user of Microsoft Office Suite and experience of preparing and producing professional management reports and presentations.

### **Desirable**

Applicants should preferably have some experience in the events industry, particularly business events within a conference and exhibition environment.

### **Shortlisting criteria**

BWUH reserves the right to shortlist only those applicants who have demonstrated the appropriate level of experience as noted in the Job Description.

BWUH Ltd treats personal data collected during the recruitment process in accordance with the organisations data protection policy. Information about how your data is used and the basis for processing your data is provided in the BWUH Ltd applicants' privacy notice, a copy of which is available on our website.

### **To Apply**

To apply for this post, please upload your CV, and a covering letter detailing how you meet the essential criteria via the following link:

<https://iccbelfast.com/careers>

or

by post to; HR Team, Waterfront Hall, 2 Lanyon Place, Belfast. BT1 3WH

The deadline for applications is 12 noon on **Thursday 28<sup>th</sup> May 2026**.

The applicant should highlight on their CV industry specific qualifications, certificates and experience as well as educational achievements.

Please note that it is the applicants' responsibility to ensure that their CV, covering letter and Monitoring Form are submitted by this closing date and time. Any offer of employment is subject to the receipt of proof of eligibility to work in the UK and proof of any required qualifications.

Belfast Waterfront & Ulster Hall will make all reasonable efforts to accommodate applicants who are unavailable on the specified interview date, but it is under no obligation to do so.

Please note that it is the applicants' responsibility to ensure that his or her CV and supporting documents are submitted by this closing date and time.

### **Short-listing, testing and interview dates**

It is envisaged that interviews will be held on 3<sup>rd</sup> June 2026.

BWUH Ltd. Will make all reasonable efforts to accommodate applicants who are unavailable on the specified interview date, but it is under no obligation to do so.

### **Requiring Reasonable Adjustments Section**

We encourage any applicants with a disability to contact us to discuss reasonable adjustments, the intention of which is to enable full participation in the application and selection process.

If you want to contact us to discuss reasonable adjustments, please call us on 07585888240 or [Hrinbox@waterfront.co.uk](mailto:Hrinbox@waterfront.co.uk)

### **Guaranteed Interview Schemes**

We welcome applications from people with disabilities and operate a Guaranteed Interview Scheme. This means if you have a disability, and you apply and meet the essential criteria for one of our positions, we will consider your application under this scheme and guarantee you an interview.

Your application will be considered like all others, by measuring it against the essential criteria as set out in the employee specification but any short-listing or desirable criteria will not be applied to you.

Selection methods, such as computer-based skills tests, paper-based aptitude tests, situational judgement tests, driving assessments and assessment centers, are deemed to be part of the essential criteria. This means that all applicants must sit and pass these tests or assessments.

If you want to more information about the Guaranteed Interview Scheme, please call us on 07585888240 or send an email to [HRinbox@waterfront.co.uk](mailto:HRinbox@waterfront.co.uk)