

Business Development Manager

Branch:	Bristol, UK
Work location:	Office/Hybrid/On the Road
Reports to:	Global Trade Manager

Our Values

In everything we do at Inside Travel Group, we strive to deliver a Quality and Friendly service with Integrity, Determination and Passion using our collective Knowledge. This is at the heart of the organisation, and the company looks for every individual to demonstrate this daily. Each member of the team is expected to exemplify the company values through their work and professional conduct. We expect everyone to set an example to those around them and to be conscious that they are representing the company when working with customers and partner organisations.

Our Culture

You'll be part of a fun, friendly team of employees, all of whom share a passion for our destinations, a belief in our brands and a strong collective sense of values and purpose. Our work culture is supportive, creative and dedicated, and it's at its best when we all try to lead by example; the more you put in, the more you and the team get out, and it'll be important that you play your part.

Job Purpose

To increase the awareness and credibility of our InsideJapan and InsideAsia travel brands among UK travel agents, leading to an increased volume of high-quality trade enquiries coming into the business. You will drive agent acquisition, retention, loyalty and lifetime value.

The Role

As the Business Development Manager, you will look after the day-to-day relationships with our agency partners. You will be the face and ears for ITG for the trade where you will build relationships, create awareness of our brands and encourage enquiries. You will know the agents better than anyone. The major focus of our trade strategy is to increase the lifetime value of our key trade partners by building strong commercial relationships. A secondary focus is to identify and nurture new partners who will be a match for our commercial strategy.

We anticipate that approximately 60% of your role will be on the road, meeting key existing partners attending trade conferences, training days and other related events. You will visit the Bristol office at least once a month for our monthly trade meeting.

Collaboration is key for success in this role as you will be working closely with different internal departments. You will gather insight on consumer travel trends and agents' needs which you will then share with the wider marketing team and suggest suitable actions. You will work closely with the Trade Manager in creating all training and marketing materials and will act as a bridge in the relationship with the Sales team.

Working closely with agents is pivotal. You will be expected to:

1. Ensure that they are up to date with the latest information about the destinations we offer.
2. Support them in identifying which of their clients are a good match for us.
3. Provide training on how to sell the ITG destinations.
4. Build strong meaningful relationships.

Who you will be working with

Global Trade Manager/Trade Manager (UK): You will work closely with the Trade Manager to deliver strategies aimed at growing our trade business, focusing on targeting the right agents and building both of the brands.

Sales Manager and Sales Team Leaders: A key relationship to ensure a consistent message is being delivered to our trade partners, via our frontline sales team (managed by the Sales Team Leaders) and our marketing communications. This role will see you actively helping the office team to successfully onboard new agents and build strong trade relationships.

Global Marketing Team: Together with the Marketing Manager you will liaise with the global Marketing Team on design and production of resources for trade partners.

Level of budgetary responsibility

You will contribute to annual budget planning for the UK branch and global marketing team. You will have some responsibility for decision-making on use of the budget allocated to trade relations.

What you will be doing

- Visit our existing key trade partners to nurture relationships and provide training.
- Onboard new agents, with structured milestones, to ensure they get the best possible experience of our two brands, allowing us to quickly identify the potential from each new agent.
- Proactively identify and target new agents and visit them where appropriate.
- Attend conferences and events for key partners, solo or together with Trade Marketing Manager.
- Nurture relationships and provide training in an online format for home-based agents.
- Assist with creating marketing materials and promotional campaigns for trade partners.
- Assist with generating and analysing trade sales reports and suggesting action required.
- Assist with delivery of trade training to the ITG reservations team.
- Support Sales Team Leaders in providing advice to our reservations team on day-to-day trade issues, including handling issues that require escalation.
- Co-ordinate sending of thank-you gifts to agents for significant booking milestones.

Outputs & Deliverables

- Increase high quality enquiries coming from the trade.
- Grow number of enquiries per key agent partner
- Maintain the brand reputation and increase brand penetration

Outcomes & KPIs

- Monthly and annual trade leads vs targets.
- Number of agents bringing us multiple enquiries each year.

What you will need

- At least 12 months BDM experience, ideally for a high-end or niche product.
- Basic knowledge of Japan and our InsideAsia destination countries.
- Skill at pitching and presenting to small and large groups, to win new business and provide training both internally and externally.
- A confident and outgoing manner in networking situations, to create new leads and widen your network within the industry.
- The ability to analyse sales figures using Excel and present this information in a clear way.

- First-class communication and collaboration skills; able to work with other departments and managers both internally and externally in a constructive and honest way in order to get the job done.
- Excellent complaint-handling skills; the ability to find win-win outcomes to preserve key relations.
- The ability to identify improvements needed and proactively implement change.
- An ability to work autonomously at times, with less frequent direct supervision.
- Unrestricted Driving license.
- Understanding of the UK travel industry.

What we are looking for from you

- Highly motivated, well organised individual with the ability to handle a large variety of simultaneous tasks.
- A high level of productivity & accuracy; able to get a lot done at a high level even when under pressure. Attention to detail; a desire to get things right.
- Confident and outgoing, with the ability to quickly build trust and rapport with new and existing partners.
- Ambitious approach to growth and opportunities.
- Positive, can-do ethos, and ability to influence and inspire positivity in others.
- The flexibility to travel interstate at short notice, and at frequent intervals, including some international travel where required.

Beneficial skills and experience

- Two years of office sales and business development experience.
- 3+ years travel industry experience.
- Extensive experience of travel or living in Japan, or our InsideAsia destination countries.

Pay and Conditions

Candidates will need to have the unrestricted right to work permanently in the relevant branch country. For this position, we are unfortunately unable to sponsor visas. It is expected that the majority of your initial induction and onboarding will take place in the office. We are happy to consider applications for hybrid, or remote working in line with our flexible working policy, subject to demonstrating task competency.

UK

Base Salary	From £34,123 (L17) - £38,405 (L21) per year
Hours	37.5 hours per week
Holiday	25 days annual leave, rising by one day each year to a maximum of 28 days, plus statutory holidays, plus an extra day's leave for your birthday
Health	Employee Assistance Program; Enhanced parental leave
Pension	3% employer pension contribution
Bonus	Annual discretionary performance-related bonus
Benefits	<ul style="list-style-type: none"> • Hybrid working • Volunteering leave • Regular staff socials • Discounted travel for staff, family and friends • Discounts via Perkbox • Employee Assistance Programme • Designated learning and development time

About Inside Travel Group

Inside Travel Group Ltd is a growing travel company whose head office is in Bristol, with other sales branches located in Broomfield, Colorado and Brisbane, Australia, and an operations branch based in Nagoya, Japan. The company consists of specialist travel brands, InsideJapan Tours which was established in 2000, and InsideAsia Tours, established in 2012 and specialising in travel to South-East Asia. The multi-award-winning company offers unique group tours, tailored travel, and cultural experiences that few get the chance to discover. Our team have had years of experience living, working and travelling in destination countries, and we offer unrivalled advice and support, whatever the customer budget or personal interests. Our holidays grant people the chance to experience both the popular and little-known aspects of local culture, giving customers an insight into the diverse character of the country they are visiting.