

Business Development Manager

Branch:	Brisbane
Work location:	Office / Remote (Hybrid)
Reports to:	AU Trade Marketing 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 drive agent acquisition, retention, loyalty and lifetime value by increasing the awareness and credibility of the InsideJapan and InsideAsia travel brands among Australian travel agents, leading to an increased volume of high-quality trade enquiries coming into the business.

The Role

The majority of your time will be spent on the road, visiting key existing partners and carefully targeted new partners as well as attending trade conferences, networking events and training initiatives throughout NSW, VIC and QLD, with the potential for occasional visits to other states/territories and to NZ as required by the business.

You will develop and maintain excellent relations with our key partners. You will drive increased enquiry numbers to our established InsideJapan brand whilst also generating increased awareness and enquiries for our newer InsideAsia brand, maximizing the visibility of our brands among our key partners.

You will also help identify and target potential new partners who show strong signs of being a good match for one or both of our brands. You will help them to understand our value proposition and ensure that they know how to identify which of their clients are a good match for us.

You will ensure that home-based agents are supported via online training and relationship nurturing.

You will provide Sales Management with additional leadership support on trade enquiries, occasionally stepping in to help where issues require escalation. You will also play a support role in the development and delivery of trade training for our reservations team.

You will generate reports on trade sales and prepare analysis and suggested actions to the Sales Manager and Trade Marketing Manager.

Working with the wider Marketing team, you will contribute to the planning and delivery of our trade-specific communications, including special offers and campaigns to our trade partners, helping to create training and marketing materials as required.

You will ensure our best agents (branches and individual advisors) are recognized and rewarded.

You will gather insight on consumer travel trends and the needs of agents, share this with the Trade team and wider Marketing team, and suggest suitable actions.

Who you will be working with

The key internal relationships for this position will be:

AU Trade Marketing Manager: You will work closely with the Trade Marketing Manager to deliver strategies aimed at growing our trade business, focusing on targeting the right agents for our brands, and helping them identify and bring us an increased volume of suitable enquiries.

AU Sales Manager and Sales Team Leaders: You will build strong working relationships with our AU Sales Management team to deliver successful onboarding of new trade partners and ensure a reliable and consistent service via our reservations team.

Global Trade Team: You will collaborate with those in trade-focused roles in our UK and US office, to ensure effective sharing of resources and best practices.

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

Meanwhile, key external relationships include:

Trade Partners: You will establish relations with our key trade partners, so that you are recognized as one of their key contact people at Inside Travel Group.

Wider travel industry: You will represent Inside Travel Group at travel industry events.

Level of budgetary responsibility

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

What you will be doing

Nurturing

- Visit our existing key trade partners to nurture relationships and provide training (nationwide, but especially NSW, VIC and QLD)
- Create schedule of agent visits, ensuring maximum return for time and money invested.
- 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.
- Ensure agents are supplied with brochures.
- Co-ordinate sending of thank-you gifts to agents for significant booking milestones.

Acquisition

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- Proactively identify and approach new agents, arranging site visits where appropriate.
 - Onboarding of 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.

Internal

- Assist with generating and analysing trade sales reports and suggesting action required.
- Support Sales Team Leaders in providing advice to our reservations team on day-to-day trade issues, including handling issues that require escalation.
- Assist with delivery of trade training to reservations team.

Outputs & Deliverables

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- A volume of high-quality trade leads coming into the business that hits or exceeds our targets.
 - An increased number of agents bringing us multiple enquiries and bookings each year, ideally for both brands. Help turn one-off bookers into repeat business.
 - Overall trade sales volume hitting or exceeding our targets.
 - Well known and widely respected professional face of Inside Travel Group among trade partners.

Measurable Outcomes

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

What you will need

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- Strong understanding of the Australian travel industry, especially travel agent relations with wholesalers.
 - Previous success in a business development capacity, ideally for a high-end or niche product.
 - Previous experience in successfully pitching to win new business, as well as presenting engaging product training to diverse audiences.
 - Confident and outgoing in networking situations, with proven ability to generate new leads and widen your network within the industry.
 - Ability to analyse sales figures using Excel and present this information in a clear and accessible way.
 - Good communicator and collaborator; 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.
 - Ability to identify improvements needed and pro-actively implement change.
 - Ability to work autonomously at times, with minimal supervision.
 - Full and unrestricted driving license.
 - Basic knowledge of Japan and our InsideAsia destination countries.

What we are looking for from you

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- 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.
- Comfortable in a presenting role, and engaging an audience.
- 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

- 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 Australia. 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 our Brisbane office. We are happy to consider applications for hybrid, or remote working in line with our flexible working policy, subject to demonstrating task competency.

AUS

Salary	\$75,000 - \$82,000 per year + 10% OTE Bonus
Hours	38 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; Personal & Sick leave entitlements; Covid-19 Vaccination side effects paid leave (1 day); Company paid parental leave (in addition to any statutory entitlements)
Superannuation	10.5% p.a.
Bonus	Expected on target earnings bonus (OTE) 10% of annual salary
Benefits	Hybrid working • Volunteering leave • Regular staff socials • Discounted travel for staff, family and friends • Discounts via Perkbox • Designated learning and development time

About Inside Travel Group

Inside Travel Group Ltd is a growing travel company whose head office is in Bristol, UK, 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.