



Job Description: Senior Business Development Manager
Department: Sales
Report to: Sales and Marketing Director
FLSA Status: Exempt

Position Summary:

The Senior Business Development Manager provides group revenue to the Sales department through the direction of Sales and Marketing Director. Sales are the revenue catalyst for Fort Worden and our Senior Business Development Manager must possess the traits and behaviors inherent to sales success. This position's responsibility is to identify and drive monthly and yearly revenue targets. Includes building and developing short term and long term sales pipeline and sourcing new business to book that maximizes revenue, occupancy and guest service for Account Managers to contract and service are the over-arching objectives. This position interprets and implements all contractual requirements of Fort Worden's agreements to insure that maximum revenue in accommodations, venue rental and catering are being achieved, while exceeding the customer's expectation for service based on the specific policies of Fort Worden.

Principal Duties and Responsibilities:

- Travel expected to key markets with focus on I-5 corridor to build and secure leads through outbound sales
- Generate new business through prospecting, cold-calling, scheduling appointments and building relationships
- Experience in developing pricing strategies to maximize revenue
- Monitor market competition and competitive services
- Negotiate rates, dates and spaces that will be acceptable to the client while at the same time meet revenue objectives of Fort Worden's plan
- Utilize sales management software to track calls and sales funnel
- Arrange required site inspections and meetings with clients on campus
- Cross-functional sales and implementation of new accounts through coordination with internal teams
- Leads additional staff of Account Managers, Catering Sales Manager, Leisure Revenue-Reservations Manager and Sales Coordinator
- Anticipate and work toward alleviating potential difficulties and roadblocks by reviewing and monitoring sales processes and business flow



- Commitment to increase efficiencies with internal department and stakeholder communications and engagement
- Adhere to department and customer service standards, guidelines and policies
- Represent internal and external guests in a friendly and efficient manner
- Enhance the overall image of the Sales Department and Fort Worden
- Adhere and project best practices as defined by Fort Worden's core values
- Follow sustainability guidelines and practices related to Fort Worden's strategic initiatives
- Perform other duties, responsibilities and special projects as assigned

Qualifications

- Strong organizational, project management skills and problem-solving skills with impeccable multi-tasking abilities
- Experience using competitive analysis tools, understanding data and the ability to turn information into productive sales plans and solutions
- Demonstrate experience in strategic planning skills regarding sales, booking process, prospecting and following up on sales leads
- Understanding of sales contracts and experience in rate negotiations
- Experience with sales management software and use of social media outlets and applications as a sales tool
- Experience in writing and administering sales related contracts
- Experience working in hospitality industry, resort or conference center experience preferred
- Previous sales experience preferably in a hotel/resort setting, or sales experience involving a contract booking procedure
- Friendly and professional demeanor, independent, a strong work ethic and sound judgment
- Highly proficient in reading, speaking, writing, and understanding of the English language
- Understand, interpret, and apply administrative, departmental and organizational policies and procedures
- Proven ability to effectively communicate the company's vision, competitive advantage and strategies

Knowledge, Skills, and Abilities

- Strong organizational and time management
- Excellent written and verbal communication skills
- Must be self-motivated and have the ability to work independently in a fast paced, multi-tasking environment
- Superior customer service orientation
- Advanced Microsoft Office and Excel skills, with the ability to become familiar with organization-specific programs and software
- Focused and possess sales mindset
- Must be comfortable dealing with ambiguity and able to work in undefined situations comfortably



- Self-directed, strong work ethic, and can work well autonomously
- Experience in early-stage startup environments is an advantage
- Ability to manage multiple work assignments and meet critical deadlines in an efficient and competent manner
- Proven track record maintaining a highly organized work flow and ensuring timely communications
- Strong research and analytical skills and a systems thinker that can dive into the details
- Willingness to dive into work projects and do whatever necessary to get the job done
- Able to keep a calm composure under pressure, handle stress, be a settling influence in a crisis and doesn't show frustration when resisted or blocked
- Customer-centric approach to work with no ego attached, exudes confidence with kindness and resourcefulness and can manage up with warmth and creativity
- Able to work with confidential information and maintain confidentiality

Key Competencies

Key competencies include strong planning and organizing attention to detail, information collection and monitoring, listening and communication, organizing data and information, attention to detail, integrity, honesty, customer focus, problem solving, problem analysis, communication skills, critical thinker, active listener, confidentiality, integrity, reliability, adaptability, and efficiency. Adhering to our Core Values includes being guest-centric, teamwork, respect, pro-active, accountable, learning and sustainable.

EEO Statement

Fort Worden Public Development Authority is an equal opportunity employer without discrimination because of age, sex, color, national origin, marital status, veteran status, sexual orientation or presence of a disability. Pursuant to the Americans with Disabilities Act, Fort Worden will make reasonable accommodation of working conditions or methods in order to perform the duties of the position.

Fort Worden Public Development Authority is a Charter of the City of Port Townsend acting as a Special District public corporation. Our mission is to be financially self-sustaining, and to infuse Fort Worden with the beauty and energy that allows it to reach its potential as a gathering place for those who seek enrichment and discovery through life-long learning.

Employee (Print Name)

Employee Signature

Date



Fort Worden

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