

Brief Employee Position Description

Wednesday, April 20, 2022

Position Title	Regional Business Development Manager
Team Unit	Exhibition
Location	Messe Frankfurt Middle East GmbH - Dubai Branch, United Arab Emirates
<p>The purpose of a position description is to explain the primary reason why a position exists, its key focus and what it is expected to accomplish. In addition, it identifies the type of experience, skills and capabilities required to perform the role at a fully competent level.</p>	
Employee Role Purpose	
<p><i>The role of Regional Business Development Manager for Messe Frankfurt Middle East is to:</i></p> <p>Nurturing and growing a product section with high client retention while acquiring new business at Automechanika Dubai. Taking ownership of brand features.</p> <p>Develop a network of activities of the show brand within the GCC countries through a variety of events. Such activities may include road-shows, networks, presentations, press conferences, conferences, confex, etc. The aim is to develop a network of activities throughout the year that support Automechanika Dubai + Riyadh.</p>	
Key Organizational Relationships	
Line Manager	Show Director
Peers	Sales Manager, Sales Coordinator, Team Assistant
Contacts	Internal: Sales, Marketing, Operations, CRM, HR, IT
	External: Brand Team in Frankfurt, Trade associations, exhibitors, publications, media, government agencies, key accounts, sales partners, visitors and other relevant industry groups.
Reports	Sales Reports, Business Development and Strategy Planning
Key Accountabilities	
Primary Accountability	<i>Responsible for sales and relations with existing clients and new prospects; managing exhibition features, developing new revenue streams and to win exhibition sales through telesales and meetings. Identify, develop and set up a network of activities that tangibly increase the awareness of the exhibition brand in the member countries of the GCC. Communicate the values and benefits of attending the main exhibition</i>
Activity	<p><i>Sales Strategy and Planning</i></p> <p><i>Customer Service and Relationship</i></p> <p><i>Floor Plan Management</i></p> <p><i>Industry Business Relationship</i></p> <p><i>Research and Development</i></p> <p><i>Exhibition Run</i></p> <p><i>Regional Brand Development</i></p>

Person Specification	
<p>The following list based on what is required to perform the role at a <u>fully competent level</u> (not those of the incumbent), indicating which requirements are essential and which are preferred (or desirable).</p>	
Education	<p>Essential: Bachelor's degree or master's degree in Business Administration. This includes courses in marketing, managerial economics, entrepreneurial finance, cost accounting, communications.</p>
Experience	<ul style="list-style-type: none"> • 5+ years of brand development • Extensive knowledge of the market and comprehension of associated industry • Demonstrable experience of developing from scratch a number of new income streams that have been both lucrative and sustainable • Demonstrable experience in an administrative/executive role in a highly pressurized environment requiring tact, judgment and discretion in handling internal and external contacts • Experience of successfully working with senior management • Vast literacy in digital offerings i.e. webinars, social media and digital marketing.
Personal Attributes	<ul style="list-style-type: none"> • Able to successfully brand, maintain and to identify the most appropriate channels to increase an organization's external visibility. • Highly organised, with excellent planning skills and the ability to work simultaneously on a number of demanding projects and initiatives. • Highly creative, resourceful and imaginative and have a proven flare for locating innovative cost-effective ways to increase marketing credentials and fundraising income. • Clear evidence of building successful relationships with external partners and specific experience of using those relationships to increase income streams. • Highly articulate and with a proven experience of developing effective marketing and fundraising material. • Self motivated and independent • High ethical standards; demonstrates sound work ethics, ethical traits include integrity, objectivity, honesty, trustworthy, respectful, due care and hospitality. • Possess cultural awareness and sensitivity • Acts confidently and assuredly; communicates competently with different groups of persons, reacts in a relaxed way to critical requesting; persuasive, responsive and always pro active • Shows high commitment and high willingness to perform; takes over additional tasks and responsibility on own initiative; team player • Is resilient in difficult situations; is able to cope with setbacks; reacts in a flexible way to unexpected events; can handle pressure and work to tight deadlines.
Computer Skills	<ul style="list-style-type: none"> • Expert level in the use of Outlook • SalesLogix • Microsoft Office Applications (Word, Excel and PowerPoint)
Technical Skills	<ul style="list-style-type: none"> • Closing, prospecting and high level presentation skills • Strong client management skills • Analytical and problem solving • Research & analysis expertise • Financial literacy • High degree of numeracy • Team building • Decision making

	<ul style="list-style-type: none"> • Effective verbal and listening communications • Stress and time management • Excellent oral and written communication of English and Arabic (but not essential)
General Performance Requirements These are competencies describing the abilities, motivations, and traits of the Employee. Like the core skills, the general competencies are to be observed and given feedback on during the performance reviews.	
Professional Knowledge	<ul style="list-style-type: none"> • Has well-founded and acknowledged specialized and methodological knowledge • Engages personally in further trainings in adjoining fields of activity
Change	<ul style="list-style-type: none"> • Deals objectively with upcoming changes and accepts them • Applies new procedures and processes to own field of activity • Is interested in other cultures; is informed about other cultures and their particularities
Problem Solving	<ul style="list-style-type: none"> • Becomes acquainted with new problems within a reasonable lapse of time; analyses systematically and proposes solutions • Structures complex problems; plans systematically necessary working steps for himself and others • Collects actively relevant information for decision-making; balances pros and cons of decisions; supports their execution actively
Behavioral	<ul style="list-style-type: none"> • Displays endurance and capacity for a past pace • Assertive and has the ability to take charge of situations • Follow policies, accept external controls and supervision and work within the rules • Positive attitude regarding people and outcome • Uses available information to make quick decisions • Friendly, cooperative and agreeable • Independent and self-reliant • Able to think clearly and be objective in decision making
Social	<ul style="list-style-type: none"> • Listens actively; delivers content and own opinion comprehensibly and clearly; inquires in case of uncertainties; is able to expose own position; has basic presentation skills • Approaches other people actively; is able to integrate in existing teams; accepts different opinions • Discerns interpersonal conflicts; avoids personal attacks; aims at objective solutions; searches for compromise • People oriented and participates with colleagues; sociable
Entrepreneurial	<ul style="list-style-type: none"> • Adjusts planning and execution of tasks to the achievement of the department's targets (short term or long term strategy) • Derived from the target settings set on personal targets and adjust the work to them; defines detailed target and performance expectations • Is mindful of cost reduction and, if possible, of maximising profit; respects cost planning
Leadership	<ul style="list-style-type: none"> • Knows the requirements, rules and principles for field of activity; observes them on the whole • Respects priorities and higher-level general framework, passes on necessary information for objectives • Identifies opportunities for improvement and makes constructive suggestions for change. • Manages the process of innovative change effectively. • Remains on the forefront of emerging industry practices.