



Business Development Manager

Cumann Lúthchleas Gael is Ireland's leading sporting and cultural organisation with membership approaching one million people and in excess of 500,000 playing participants at all levels. Inspired by its amateur status and supported by the voluntary efforts of all its members, the GAA devotes its entire resources to the development of Gaelic Games and Culture nationally and in local communities.

Home of the GAA, Croke Park Stadium is Ireland's foremost sporting and entertainment venue. Over 1,500,000 visitors are welcomed annually to national and international events and the Croke Park campus also features Croke Park Meetings & Events and GAA Museum & Tours.

An opportunity now arises for a Business Development Manager with Croke Park Meetings & Events, which is one of Dublin's largest venues hosting events for up to 2000 delegates. The Business Development Manager role will be part of the Croke Park Meetings & Events team and will report directly to the Head of Sales and have a secondary reporting relationship with the Head of Stadium Business.

As a Business Development Manager, the successful candidate will be required to optimise sales and provide leadership to the team to ensure department targets are met. The successful candidate will be responsible for managing sales enquires, client site visits and lead conversion.

The successful candidate will be responsible for performing the following tasks to the highest of standards:

Responsibilities/Accountabilities shall include:

- Manage event enquiries for the Domestic & International Association segment of the business;
- Meet potential and existing clients and conduct site inspections;
- Manage Croke Park Meetings & Events key accounts and recognise and capitalise on all opportunities from these existing accounts and maintain them to their optimum level;
- Actively up-sells each business opportunity; matching the customer profile with the appropriate product; achieve personal and team related revenue goals;
- Participate fully in all sales activities including telesales, sales calls, corporate entertaining and social events as necessary. This will entail a weekly target of tele-calls and face-to-face meetings to be completed;
- Sell the Croke Park Experience – encourage clients to add on tours, gala dinner, post-event drinks in the GAA Museum;
- Work closely with Fáilte Ireland, Dublin Convention Bureau and the local Professional Conference Organisers on promoting Croke Park Meetings & Events as a premium venue for Association events;
- Build a strong working relationship with other Dublin venues selling Croke Park. Meetings & Events as an option for gala dinners and evening events;

- Maximise Croke Park's International Congress and Convention Association (ICCA) membership and attend annual ICCA events;
- Research potential Domestic and International Association events through the ICCA database and make contact with potential buyers/customers through email, phone, LinkedIn and other mechanisms as appropriate with a view to driving business to the Croke Park Campus.

The role holder will also undertake any other such projects or responsibilities as may reasonably be delegated by his/her manager.

Essential Criteria:

- A minimum of 3 years' experience in the hospitality industry at Sales Manager/Business Development Manager level;
- A relevant third level qualification and/or professional qualification;
- Previous experience in leading a successful team;
- Strong customer focus and customer service skills;
- Knowledge of Meetings, Incentives, Conferences and Events industry and offerings;
- Thorough understanding of the Association sector in the Domestic and International market;
- Ability to build and sustain excellent client relationships;
- Strong organisation and prioritisation skills; demonstrable ability to work under pressure and multitask effectively;
- Excellent communication (verbal and written) and presentation skills;
- Strong team work skills; demonstrable ability to maintain team focus by showing co-operation and assistance to colleagues in the support of department goals;
- Demonstrable ability to effectively negotiate and close business deals;
- Excellent administrative and IT skills; Experience of using Events500 or similar CRM system;
- Ability to act independently on own initiative and to problem solve.

Desirable Criteria:

- Knowledge of, and interest in, Croke Park and the GAA.

Candidates interested in the above role can apply by submitting an up to date cover letter and Curriculum Vitae to jobapplications@gaa.ie on or before 3pm on Tuesday, 15th October, 2019.

The GAA is an equal opportunities employer.