

**SKILLS FRAMEWORK FOR TOURISM
SKILLS MAP - BUSINESS DEVELOPMENT DIRECTOR**

Sector	Tourism	
Sub-Sector	Attractions/Meetings, Incentives, Conferences and Exhibitions/Tour and Travel Services	
Track	Business Development, Sales, Sponsorships and Marketing	
Occupation	Sales and Marketing Professional	
Job Role	Business Development Director	
Job Role Description	<p>The Business Development Director assumes overall responsibility for leading all business development efforts within the organisation, including the development and implementation of business development strategies and activities. Through expansion of current businesses and exploration of new markets and opportunities, he/she spearheads business growth for the organisation. He also leads business development activities through cross-function collaborations. Through partnerships, Joint Ventures (JV) and Mergers and Acquisitions (M&A), he endeavours to grow and expand the market share of the organisation.</p> <p>Assertive and insightful, he possesses strong business acumen and entrepreneurial instinct that enables him to source for growth opportunities. He keeps abreast of market trends, industry events, competitors' actions and clients' needs in order to be pro-active in pursuing growth opportunities. He is able to respond quickly to improve the effectiveness of current plans and programmes to ensure success in a competitive and global market place.</p> <p>He travels frequently, maintains rapport with potential and existing clients, and networks extensively outside of the office to develop business relationships.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Develop business development strategies	Review business development strategies to ensure alignment with overall corporate strategies
		Define research scope and objectives to understand business environment
		Review emerging trends and market movements to identify potential revenue streams and business threats
		Lead relationship building with industry players
		Evaluate strategies to leverage relationships and network for business opportunities and partnerships
		Evaluate business opportunities using business analytical tools
		Communicate business development strategies with key internal stakeholders
	Grow current businesses	Develop existing market expansion and resource management plans
		Formalise business agreements with identified partners, suppliers and vendors according to existing market expansion plans
		Lead identification of opportunities to enhance current products and services through collaboration with internal stakeholders
		Lead delivery of solutions to clients' needs through collaboration with other departments within the organisation
		Lead monitoring of targets and goals with internal stakeholders
	Explore businesses outside of current portfolio	Develop new market entry and resource management plans
		Evaluate new businesses and regional relationships to increase market share through partnerships, Mergers and Acquisitions (M&A) and Joint Ventures (JV)
		Drive collaboration with internal stakeholders to adapt existing products and services for new markets and new business opportunities
		Drive engagement with new target customer segments through collaboration with other departments within the organisation, including sales department
		Lead M&A, JV and partnerships negotiations
		Review cost-benefit analysis of M&A, JV and partnerships deals

		Review due diligence reports on M&A and JV deals		
		Lead conversion of proposals to confirmed M&A and JV deals		
	Lead continuous improvement of business development opportunities	Lead engagement with key internal stakeholders to garner feedback on new market and market expansion plans		
		Lead improvements to new market and market expansion plans based on data-driven insights		
	Support human resource, technology and/or finance operations	Lead department's financial budgeting process to acquire funds for department's activities		
		Oversee department's financial budget utilisation against departmental work plans		
		Drive corporate governance measures		
		Manage subordinates' professional and career development		
		Manage department's recruitment and retention efforts		
		Lead effort to leverage on emerging technologies to spur innovation in product and customer experience		
	Drive improvements to current workplace technology approaches to achieve higher productivity			
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Budgeting	Level 5	Communication	Advanced
	Business Data Analysis	Level 5	Creative Thinking	Advanced
	Business Negotiation	Level 5	Leadership	Advanced
	Business Opportunities Development	Level 5	Decision Making	Advanced
	Business Performance Management	Level 5	Transdisciplinary Thinking	Advanced
	Corporate Governance	Level 5		
	Employee and Labour Relations	Level 5		
	Financial Management	Level 5		
	Learning and Development	Level 5		
	Market Research	Level 5		
	Networking	Level 5		
	Organisational Vision, Mission and Values Formulation	Level 5		
	Resource Management	Level 5		
	Stakeholder Management	Level 5		
	Strategy Planning	Level 5		
	Succession Planning	Level 5		
	Technology Scanning	Level 5		
	Tourism and Economic Development	Level 5		
Programme Listing	For a list of Training Programmes available for the Tourism sector, please visit www.skillsfuture.sg/skills-framework/tourism			

The information contained in this document serves as a guide.