

SKILLS FRAMEWORK FOR TOURISM
SKILLS MAP - BUSINESS DEVELOPMENT MANAGER

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 Manager	
Job Role Description	<p>The Business Development Manager is responsible for managing business development strategy implementation. He/She implements market expansion and new market plans for business growth. By engaging key internal stakeholders, he supports cross-functional collaboration for business development activities. He also performs data analysis on partnerships, Joint Ventures (JV) and Mergers and Acquisitions (M&A) to expand the market share of the organisation.</p> <p>Independent and insightful, he possesses strong business acumen and is able to source for growth opportunities. He supports the proactive pursuit of growth opportunities by being aware of market trends, industry events, competitors' actions and clients' needs. He is also able to adapt strategies and plans to ensure success in a competitive and global market.</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	Develop business development strategies in alignment with overall corporate strategies
		Analyse research to identify emerging trends, market movements and business threats
		Build relationships with industry players
		Propose strategies to leverage relationships and network for business opportunities and partnerships
		Perform cost-benefit, competitive and feasibility analysis on potential business opportunities.
		Support communication efforts with key internal stakeholders
	Grow current businesses	Implement existing market expansion and resource management plans
		Engage with identified partners, suppliers and vendors according to existing market expansion plans
		Identify opportunities to enhance current products and services through collaboration with internal stakeholders
		Deliver solutions to clients' needs through collaboration with other departments in the organisation
		Monitor achievement of targets and goals with internal stakeholders
	Explore businesses outside of current portfolio	Implement new market entry and resource management plans
		Analyse new businesses and regional relationships to increase market share through partnerships, Mergers and Acquisitions (M&A) and Joint Ventures (JV)
		Engage internal stakeholders to adapt existing products and services for new markets and new business opportunities
		Engage new target customer segments through collaboration with other departments in the organisation
		Support M&A, JV and partnerships negotiations
		Conduct cost-benefit analysis of M&A, JV and partnerships deals
Evaluate due diligence reports on M&A and JV deals		
Follow up to convert proposals into confirmed M&A and JV deals		

	Lead continuous improvement of business development opportunities	Revise new market and market expansion plans based on feedback from key internal stakeholders		
		Recommend improvements to new market and market expansion plans based on data-driven insights		
	Support human resource, technology and/or finance operations	Propose department's financial budgets for management approval		
		Manage financial budgets in accordance with departmental work plans		
		Develop corporate governance measures		
		Provide on-the-job training to subordinates		
		Implement department's recruitment and retention efforts		
		Evaluate how latest technology trends can be leveraged to spur innovation in product and customer experience		
Evaluate how current workplace technology approaches can be improved to raise productivity				
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Budgeting	Level 4	Communication	Advanced
	Business Data Analysis	Level 4	Creative Thinking	Intermediate
	Business Negotiation	Level 4	Problem Solving	Intermediate
	Business Opportunities Development	Level 4	Leadership	Intermediate
	Business Performance Management	Level 4	Global Mindset	Intermediate
	Contract Development and Management	Level 4		
	Corporate Governance	Level 4		
	Financial Planning and Analysis	Level 4		
	Financial Management	Level 4		
	Learning and Development	Level 4		
	Market Research	Level 4		
	Networking	Level 4		
	Organisational Vision, Mission and Values Formulation	Level 4		
	Resource Management	Level 4		
	Stakeholder Management	Level 4		
	Strategy Implementation	Level 4		
	Strategy Planning	Level 4		
	Succession Planning	Level 4		
	Technology Application	Level 4		
Technology Scanning	Level 4			
Tourism and Economic Development	Level 4			
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.