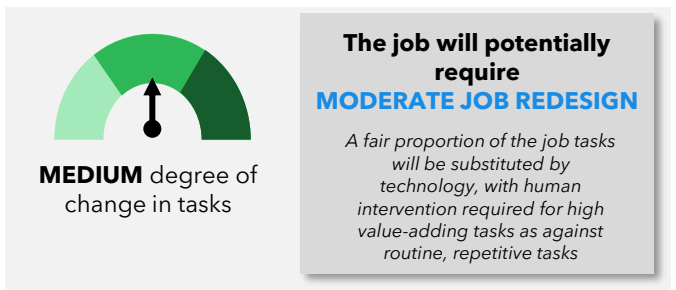




Trends impacting this role

Competitive Landscape	Guest Preferences	Shift in Ops Models	
Data Analytics	Enterprise Systems		

In the next **1 - 3 years...**Responsibilities of the role today

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**.

Responsibilities of the role in the future

Moving forward, the job holder will still be responsible for managing business development strategy, developing a sales pipeline for the hotel, maintaining guest relationships, and sourcing for new business opportunities. The job holder must be **digitally savvy** and **possess data analytical capabilities, utilising technologies** to inform **better decision-making on operations and potential business opportunities**. The job holder will also be required to propose novel opportunities to capitalise on market trends to drive business growth.

Critical Work Function

Job tasks today

Job tasks within the next 3 years

Develop business development strategies	Develop and communicate business development strategies and implement existing market expansion and resource management plans	<ul style="list-style-type: none"> Develop and communicate business development strategies and implement existing market expansion and resource management plans.
	Analyse research to identify emerging trends and threats, propose strategies for business opportunities and partnerships and perform cost-benefit, competitive and feasibility analysis on potential opportunities	<ul style="list-style-type: none"> Analyse research to identify emerging trends, market movements and business threats. Propose strategies to leverage relationships and network for business opportunities and partnerships. Data analytics and visualisation tools support cost-benefit, competitive and feasibility analysis on potential business opportunities, enabling the job holder to glean insights and better propose recommendations in line with business priorities.
	Build relationships with industry players and engage with identified partners, suppliers and vendors according to market expansion plans	<ul style="list-style-type: none"> Build relationships with industry players and engage with identified partners, suppliers and vendors according to market expansion plans.
Grow current businesses	Identify opportunities to enhance current products and services, deliver solutions to clients' needs and monitor achievement of targets and goals with internal stakeholders	<ul style="list-style-type: none"> Identify opportunities to enhance current products and services, deliver solutions to clients' needs and monitor achievement of targets and goals with internal stakeholders.
Lead continuous improvement of business development opportunities	Revise new market and market expansion plans and recommend improvements to new market and market expansion plans based on data-driven insights	<ul style="list-style-type: none"> Revise new market and market expansion plans based on feedback from key internal stakeholders. Data analytics and visualisation tools provide insights on market performance and trends. The job holder will need to be familiar with data storytelling and visualisation techniques to make sense of the trends and propose appropriate improvements to expansion plans to drive business growth.



Critical Work Function	Job tasks today	Job tasks within the next 3 years
Explore businesses outside of current portfolio	Engage internal stakeholders to adapt existing products and services for new markets and new business opportunities and engage new target customer segments	<ul style="list-style-type: none"> • Data analytics and visualisation tools support cost-benefit, competitive and feasibility analysis on potential business opportunities, enabling the job holder to glean insights and better propose recommendations in line with business priorities. • Engage internal stakeholders to adapt existing products and services for new markets and new business opportunities and engage new target customer segments.
	Analyse new businesses and regional relationships to increase market share	<ul style="list-style-type: none"> • Data analytics and visualisation tools support the formulation of strategies to increase market share through partnerships, M&A and JV. However, strategic thinking, business acumen and personal influence skills remain critical for commercialising new opportunities and business development.
Support human resource, technology and/or finance operations	Manage financial budgets in accordance with departmental work plans and propose department's financial budgets for management approval	<ul style="list-style-type: none"> • Enterprise Resource Planning (ERP) solutions and data analytics and visualisation tools support the analysis of past budgets and capture operational requirements, allowing the job holder better formulate financial plans and budgets. • Enterprise Resource Planning (ERP) solutions provide visibility on budget utilisation and operating expenses, allowing the job holder to identify deviations in budget utilisation and propose corrections to ensure adherence to planned budgets.
	Provide on-the-job training to subordinates and implement department's recruitment and retention efforts and evaluate how current workplace technology approaches to raise productivity	<ul style="list-style-type: none"> • Provide on-the-job training to subordinates and implement department's recruitment and retention efforts and evaluate how current workplace technology approaches to raise productivity.






Redesign possibilities

Horizontal stacking

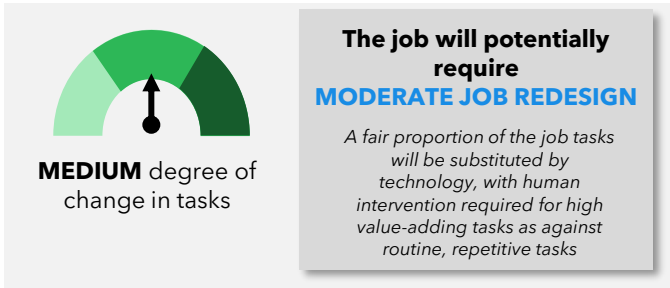
- Stacked with *Sales Manager / Catering Sales Manager / Assistant Sales Manager / Assistant Catering Sales Manager* and enlarged to become **Business Development / Sales / Catering Manager**.



Trends impacting this role

 Competitive Landscape	 Guest Preferences	 Shift in Ops Models	
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In the next **1 - 3 years...**



In addition to the Skills and Competencies identified in the [Skills Framework for Tourism](#), the following additional TSCs and CCSs have been identified as relevant for the job role going forward:

Additional Technical Skills and Competencies (TSCs)		
Business Environment Analysis*	Business Needs Analysis*	Consumer Intelligence Analysis*
Data Analytics	Infographics and Data Visualisation*	Placemaking for Hospitality (NEW)

Additional Critical Core Skills (CCSs)		
Adaptability	Digital Fluency	Learning Agility

- Skills denoted by an asterisk (*) are not available in Skills Framework (SFw) for Hotel and Accommodation Services (HAS) but available in other SFw.
- Skills denoted as **(NEW)** are future skills not currently captured by SFws.
- Skills not marked are available in SFw for HAS but are not currently tagged to this job role in the function.