



# Business Development Coordinator

## Diversity, equity and inclusion

Wilderness Scotland and our associated businesses are committed to diversity through inclusive practices. We are looking to improve the diversity of our teams and believe firmly in the value of varied life experiences, backgrounds and cultures in our workplace. We welcome and encourage diverse applicants for this position and will consider all applicants regardless of age, race, religion, gender identity, sexual orientation, health conditions, impairments or other characteristics.

## Business Development Coordinator

<b>Reporting to:</b>	Russell Murray   Head of Trade Partnerships
<b>Line Management:</b>	No direct reports
<b>Location:</b>	Aviemore for initial training period then open to hybrid working from any of our UK or Ireland offices (90%). Some travel beyond place of work will be required as part of role (10%)
<b>Type:</b>	Full time permanent, 35 hours a week,

## Job Purpose

Assist the Head of Trade Partnerships in the growth and development of Wilderness Group (WG) trade partner B2B sales, for both our private luxury tours and our small group tours, across the UK & Ireland through sales & marketing coordination and administrative support.

Development of our trade partnerships and associated sales is key to the ongoing success of [Wilderness Scotland](#), [Wilderness Ireland](#) and [Wilderness England](#) who operate collectively as the [Wilderness Group](#).

## Key Accountabilities

- **Trade Lead Nurturing** - Work through agent contact lists acquired from past trade shows, sales missions & trade affiliations and ensure these trade leads are nurtured and hear from us on a more regular basis via direct mail, e-news and phone calls.
- **Salesforce Leads Management** - Use of our customer relationship management (CRM) platform, Salesforce (SF) to coordinate new trade leads that come in. Tasks here include B2B data entry (i.e inputting new sales leads into our CRM system), ensuring B2B accounts & trade contacts on SF are kept up to date and leading on some basic SF reporting functions linked to our business development goals.
- **Trade Partner Content Support** - Fulfil any external trade partner sales and marketing content requests that come in for the UK or Ireland together with our own marketing & sales departments as required.
- **Business Development Content Support** - Coordinate & action any business development, internal content updates that maybe required or requested (e.g updating our trade website or agent booking terms documentation) as part of our trade sales and marketing efforts.
- **Trade Familiarisation Trip Coordinator** - Process any trade partner familiarisation trip requests that come in across UK & Ireland with the support of the relevant sales & operation team members as required.
- **Scheduled Product Trade Coordinator** - Promotion and distribution of our scheduled or direct product range in the UK & Ireland to all relevant trade partners (i.e travel agents) using the support of our sales and marketing teams as required.

## Key Responsibilities - Wilderness Group

- Qualify new WG sales leads and pass them to the relevant trade sales team members to take forward in a timely manner.
- Support with key trade show or independent sales mission preparations to include but not limited to arranging buyer sales appointments; content support for sales presentations; in-market event planning (e.g arranging a hosted dinner or lunch); and assisting with lead follow-ups and data entry post event.
- Content requests from key trade partners to include sourcing & sharing relevant imagery, video and written blog content and facilitate the delivery of such requests with our internal marketing & sales teams as required.
- Agent partner webinars / training events to include webinar scheduling, presentation content support and assisting with any follow-ups post-event.
- Key agent FAM trip requests to the UK & Ireland. Activities here likely to include supporting itinerary creation, event planning and cross-team collaboration with our sales and operations departments as well as our external supplier network.
- Support with our new market, business development work in Australia working in collaboration with our in-country, luxury travel representation company, Numinous.
- Support with any third-party trade affiliations, listings and consortia memberships to include but not limited to Internova, Virtuoso, XO Private & the Adventure Travel Trade Association (ATTA).
- Destination organisation trade sales and marketing activity to include but not limited to supporting with any funding or grant applications, assisting with industry events attendance and helping to raise our general industry profile. Key stakeholders here include Visit Britain, Visit England, Visit Scotland & Tourism Ireland/Failte Ireland.
- Trade website updates to include co creation & upload of any new trade docs and cross team content dev work with relevant sales & marketing teams.

## Skills, Knowledge & Experience

### Essential Skills

- Experience in a similar role, ideally in the travel and tourism sector
- Strong administration and organisational skills, with the ability to maintain accuracy even when very busy.
- Good interpersonal skills, awareness and emotional intelligence with an ability to develop and sustain business relationships.
- Good computing skills; experience of cloud-based CRM systems such as Salesforce, would be an advantage.
- Excellent attention to detail, even when faced with multiple tasks and deadlines.
- Strong numeracy skills would be an advantage.
- Creative writing skills, used for proposal writing and itinerary revisions, would be an advantage.
- A strong and clear commitment to customer service excellence and “extra mile” delivery.
- Interest and knowledge of the regions across the UK & Ireland where Wilderness Group operates, would be advantageous.

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