visit.brussels is the tourism communication agency for the Brussels-Capital Region. Its objective is to promote and reinforce the image of the capital of 500 million Europeans.

visit.brussels’ activities are based around five central pillars, the purpose of each being to help visit.brussels achieve its missions.

These missions are centred on promotion and communication, and fit within the framework of an affinity marketing strategy that targets the members of different communities by focusing on their interests (comic strips, Art Nouveau and Art Deco, jazz, surrealism, Europe, contemporary art, gastronomy, etc.) or the kind of potential visitor they might be (congress goer, international association, families, LGBTQ community, etc.) and showcasing Brussels’ advantages for each of those communities.

The five pillars are:

- Culture & City Life
- Convention & Association
- Sales & Marketing
- Events
- Operating & Financial

**Mission**

The Convention Bureau, part of the Convention & Association Bureau Department, is in charge of promoting the destination to the Meetings Industry, business development for international congresses, conventions and fairs and of accompanying the organisers in their Brussels projects. The team’s objective is to implement as many projects as possible and to build customer loyalty through the various services provided. The team is also in charge of developing the "Meetings" product and packaging the offer at the destination level.

**Position in the company**

The Business Developer i/c MICE reports to the Associations Manager and the Convention Manager and is under the management of the Destination Management Association & Convention department Director. He/she works closely with the Convention & Associations, Sales & Marketing and Culture & City Life teams – Presales, Experts (Meetings, Projects, Products), Market Intelligence, Press.

**Objectives**

1. Monitor the trends of the Centres of Excellence - develop and extend networks - strengthen expertise within the Centres of Excellence
2. Proactively approach congresses, conventions, fairs and exhibitions
3. Qualify and identify the client’s needs
4. Present and defend Brussels’ offer
5. Develop the Incentives offers
6. Negotiate and convert requests
7. Building customer loyalty in Brussels
8. Guarantee the visibility and notoriety of the destination
9. Master Brussels’ MICE offer and that of the competition
10. Federating and developing synergies with local and international actors
11. Initiate and participate in commercial campaigns
12. Reach predefined commercial goals
13. Maintain and update the CRM
14. Participate in the Convention Bureau’s strategic plan

Responsibilities & activities

- Proactively approach major congresses, conventions and fairs and exhibitions which have potential for the destination, among others identified in advance by the pre-sales representatives.
- Develop the Incentives offers.
- Qualify and identify the client's needs as effectively as possible so that a strong and qualitative offer can be presented to the client in collaboration with the Meetings Experts.
- Encourage and federate these clients/local members/associations based in Brussels and Belgium to submit bids.
- Present and defend Brussels’ offer.
- Be able to monitor the trends of the Centres of Excellence on foreign and Belgian markets and share these trends with Managers, in order to refine strategies and commercial actions.
- Develop and strengthen in-depth expertise within the Centres of Excellence identified as "Cluster Experts". Creation of long-term relationships with decision makers by Centre of Excellence. Negotiate and convert as many requests as possible for congresses, exhibitions and corporate conventions in Brussels. Be able to identify challenges and propose creative solutions that make a difference.
- Prepare and organise technical visits.
- Build customer loyalty in Brussels, ensure their satisfaction and build lasting relationships with key customers for the destination. Ensure professional follow-up of customer activities during (event hosting) and after the events (post-event feedback follow-up).
- Ensure the visibility and notoriety of the destination in local and foreign markets, through the implementation of proactive and targeted commercial campaigns, while respecting the standards of the visit.brussels.
- Master Brussels' offer (hotels, conference centres, congress centres, PCO, DMC, etc.) for any MICE request from 10 people and keep abreast of new products on the market, as well as the "meetings" offer of the main competing cities.
- Federating local actors to create an impactful, unique and coherent offer and develop synergies and partnerships with local and foreign actors (public and private) to strengthen Brussels' positioning. On the one hand, collaborate and communicate in a transversal way with the various visit.brussels teams, and on the other hand, cooperate with other regions and communities based in foreign markets, in order to carry out joint campaigns to promote and raise Brussels' profile.
- Initiate and participate in commercial campaigns in Belgium and abroad and be a source of proposals.
- Achieve the commercial goals previously set by the Convention Bureau Manager. Monitor personal results on the one hand, and the department’s results on the other, in order to adjust the commercial campaigns and/or strategies.
- Maintain and update the CRM and ensure the quantitative and qualitative development of the database. Analyse the results on the basis of reports and statistics relating to turnover, overnight stays and conversion rates (predefined KPI’s).
- Participate in the strategic plan to increase the positioning of Brussels as a recognised meetings destination. The Business Developer is responsible for some elements of the action plan. For these, the person in charge shall ensure that the objectives linked to the various campaigns actions are achieved within a defined budget.
- Financial management: ensures strict monitoring of expenses for projects for which they are responsible - ensures correct reporting of project accounts, avoids any misspending.
- Public procurement: responsible for the proper execution of the public procurement procedure for his/her projects and responsible for making sure that any expenditure incurred has been executed in accordance with the Public Procurement Act.
Profile

- Must hold a Bachelor’s degree or Master’s degree
- Minimum 3 years' experience in a sales or project management position
- Experience in the Meetings Industry or associative sector is a bonus.
- Good knowledge of IT tools.
- Perfectly trilingual (FR-NL-EN)
- Passionate about Brussels
- Available to travel on request of the team Manager and/or General management and depending on team needs.

Soft Skills

- Autonomous & collaborative with a team spirit
- Ability to listen, communicate & negotiate
- Dynamic attitude, proactive & creative
- Flexible & an ability to adapt
- Methodical, organised & rigorous

Our offer

- Permanent, full-time contract;
- An attractive salary;
- Meal vouchers;
- A group insurance plan;
- A workplace that's located in the heart of Brussels and easily accessible by public transport;
- An employer contribution to the cost of travel between your home and work.

Contact

Please send your application before 05/08/2019 to apply@visit.brussels