

Business Manager | Chargé d'affaires

m/w Définition

S/he develops and manages a portfolio of clients to whom s/he sells tourism or events services. S/he prospects for new clients, analyzes their needs and provides services to meet those needs - all in accordance with the commercial strategy and with the aim of increasing company revenue.

NB : These details are provided for information purposes only. They may vary according to the size and organizational system of the company concerned.

Activities

Marketing
Analyze which tourism products need to be developed and/or develop a range of products
Commercialization
Implement the organization's commercial policy: prospect for customers, look for retail outlets, organize networks, particularly by using digital
Contribute to the determination of prices for the sale of tourism products
Communication
Lead/design internal and external communication actions
Maintain relations with local stakeholders and partners
Communicate via all information channels [including Internet and digital, etc.]
Research studies and planning
Draw up invitations for tenders or design tender applications
Prepare technical dossiers and analyze service-provider responses
Define the intentions and the means available for tourism project developers
Define the arrangements for the contractualization, implementation and completion of tourism projects



Key skills

- Highly customer-focused attitude
- Proficient in the use of information and communication technologies
- Aware of the challenges of sustainability
- Able to speak, read and write one or more languages other their native language
- Knowledgeable about issues related to tourism and general culture