



VISITWILTSHIRE / GREAT WEST WAY

BUSINESS DEVELOPMENT EXECUTIVE JOB DESCRIPTION

Background

This new role is responsible for supporting and developing the business development functions of Great West Way Ltd and VisitWiltshire Ltd. Responsible for supporting Great West Way Ambassador and VisitWiltshire Partner recruitment and retention activity and providing additional services in order to generate additional income.

VisitWiltshire is a business led and partner-based brand, (400 plus partners) responsible for promoting Wiltshire as a visitor destination and generating additional tourism visits and spend.

Great West Way® was launched in 2018 as one of the world's premier touring routes between London and Bristol. It is now established as a successful Destination Management Organisation. The Great West Way Ambassador network currently has over 200 investing Ambassadors.

Main Job Tasks and Responsibilities

- Serve as the primary point of contact for partners and the Ambassador network, ensuring effective communication and building strong relationships with stakeholders.
- Managing an efficient recruitment and retention process to maximise income and maximise stakeholder satisfaction.
- Source, contact, and recruit new partners/Ambassadors to meet annual targets through proactive lead sourcing and selling.
- Actively seek and create new sales opportunities for the VisitWiltshire and Great West Way brands, attending meetings with potential partners.
- Sell additional consumer, travel trade, and PR marketing opportunities.
- Collaborate with partner destinations and key stakeholders to generate commercial income and achieve measurable additional benefits.
- Build close relationships with businesses and stakeholders through key account meetings, regular calls and networking events.
- Working in partnership with partner destinations and key stakeholders to generate commercial income and achieve measurable additional benefit
- Manage and operate effective systems and processes, including in support of invoicing, securing income, and producing regular reports for the team.
- Input to wider marketing and business development activity to ensure business and stakeholder expectations are exceeded.
- Respond to business queries and opportunities.
- Achieve agreed KPI's to include number of new and retained businesses

Skills and Attributes Required:

Essential

- Proven successful track record of Account Management and partnership / membership working.
- Excellent verbal and written communicator with the ability and confidence to present to external audiences.
- Experience of working in a complex stakeholder environment
- Highly motivated with a can-do attitude and imaginative approach to identifying new business opportunities
- Business understanding and ability to see the bigger picture.
- Excellent interpersonal skills at all levels
- Strong hands-on selling skills, based on a partnership approach rather than hard sell.
- Diplomacy in dealing with sensitive or political situations.
- Ability to quickly assimilate facts and hit the ground running.
- Excellent communication, interpersonal and negotiating skills
- Strong at problem solving with good attention to detail.
- Good IT skills to maintain administration systems to support the Network.
- Strong commercial acumen

Desirable

- Good understanding of Wiltshire / Great West Way and the extraordinary variety of tourism product along the route
- An understanding of current issues and opportunities facing the domestic and international tourism industry and its development
- An interest in sustainability / sustainable tourism
- Car owner and current driving licence

Other

We operate a flexible working policy. The team currently are home based and meet once a week in person. The role will require travel across the region to attend events and meet with partners/Ambassadors.

Part time role, fixed term contract to 31 December 2025 working 22.5 hours a week.

To apply please send your CV and covering letter to fionaerrington@visitwiltshire.co.uk