



JOB RESPONSIBILITIES FOR Business Development Director (UK)

- Establish overall goals and create strategies for meeting marketing deliverables and metrics for the UK and European market;
- Manage the execution of approved strategies and budget; ensure established protocol is followed.
- Manage the UK staff including creation of personal development plans and execution of performance evaluations.
- Effectively lead and ensure all marketing programs are successful, metrics-driven, and goal-oriented - working closely with team members to define, implement, and manage strategy for optimal performance and results;
- Work closely with the Board's Public Relations agency for the UK market in executing the Board's objectives.
- Schedule, attend and give presentations to various tour operators, travel agencies, etc. to educate about the British Virgin Islands;
- Coordinate and/or attend all approved tradeshows, conferences, and roadshows on behalf of the Board;
- Craft messaging and positioning in the market; conduct competitive and market analyses to determine and highlight the Board's key differentiators from its competitive set;
- Enhance existing relationships while developing new ones with the trade industry in the UK and Europe.
- Work with internal team to plan, create, and launch creative campaigns and compelling stories about the British Virgin Islands and create initiatives that resonate with audiences;
- Prepare timely monthly, quarterly and annual reports as requested by Deputy Director of Tourism;
- Liaise with all marketing teams to ensure cohesion in all strategies and executions;
- Oversees the production of all marketing materials, including printed documents, media advertising spots, website content, and social media accounts, etc. as needed;
- Leads on behalf of the BVI Tourist Board, an annual UK Roadshow, and the creation of an annual European Roadshow;
- Perform other related initiatives as requested by the Deputy Director of Tourism and/or the Director of Tourism.