



Business Development Executive Applicant Recruitment Pack

Sefton is a really great place to live and work



Welcome

Thank you for your interest in joining Sefton Council as our Business Development Executive.

Sefton is a Borough of extraordinary contrasts and opportunities. From the world-famous Antony Gormley sculptures at Crosby Beach and the wide shores of Formby, to the iconic Royal Birkdale Golf Club, Southport's classic elegance, and miles of natural coastline, countryside and heritage – Sefton is already a place people love to visit.

Tourism is a vital part of Sefton's economy and identity. It supports thousands of jobs, underpins our cultural life, and plays a crucial role in the borough's regeneration and growth. As a Council, we are committed to developing a strong, sustainable visitor economy that benefits residents, businesses and visitors alike.

You will play a key role in driving conference, meetings and events business into Southport at one of the most significant moments in the town's regeneration journey.

With the opening of the **new Southport Marine Lake Events Centre (MLEC)**, Southport is entering a new era as a leading destination for conferences, exhibitions, meetings and business events. This landmark development will transform the town's business tourism offer, attract new audiences, generate economic growth and create opportunities across the visitor economy.

We are looking for an ambitious, commercially minded and relationship-focused individual who wants to be at the forefront of this exciting growth story.

Working within the Southport Convention Bureau, you will support the Business Tourism Manager in attracting conferences, meetings and events to Southport, helping to secure new business and maximise revenue opportunities across the destination.

This is more than a sales role.

It's an opportunity to be part of a team helping to deliver one of the most important economic developments in Southport's history. You'll join a passionate and supportive team that is committed to innovation, partnership working and delivering real impact for the visitor economy.

Thanks

Tracy – Head of Business Tourism



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About the Borough of Sefton

Sefton is a confident and well-connected Borough, stretching from Bootle in the south to the coastal resort of Southport in the north. Home to more than 275,000 residents, Sefton encompasses a range of vibrant towns and communities, including Bootle, Litherland, Seaforth, Crosby, Formby, Maghull and Southport.

It is a fantastic place to live and work. As the northern-most Borough within the Liverpool City Region, Sefton offers a unique blend of beautiful coastline, countryside, attractive villages, thriving industrial areas and the busy Port of Liverpool.

With 22 miles of stunning coastline, Sefton is a leading coastal destination with a growing visitor economy. It is home to the iconic Antony Gormley *Another Place* installation, expansive beaches and protected sand dunes that support several rare species.

While each town and village has its own distinctive character, it is the people of Sefton who make the Borough truly special, creating diverse, welcoming and energetic communities in which to live, work, invest and visit.

Alongside its miles of golden sands, Sefton offers those who work here access to a world-renowned racecourse, prestigious golf courses, and National Trust nature reserves, ideal places to unwind, explore and enjoy leisure time.

The Borough benefits from excellent transport links, providing easy access to major North West cities including Liverpool and Manchester, and placing the Lake District and North Wales within reach for weekend breaks.

Whether you prefer vibrant town centres, friendly commuter towns, picturesque villages or stunning rural and coastal locations, Sefton offers a place to suit everyone. With house prices and rents typically lower than in neighbouring Liverpool and Manchester, you can enjoy coastal living while still being close to the buzz of city life.

Our Vision and Values

At Sefton Council, our vision is to deliver high-quality services that make a real difference to the lives of our residents, visitors, and communities. Everything we do is guided by a strong set of values that shape how we work and interact:



- **We put people at the heart of what we do** – ensuring our services are responsive, inclusive, and focused on improving lives.
- **We listen, value, and respect each other's views** – fostering a culture of collaboration and mutual respect.
- **We develop a culture of challenge, ownership, innovation, and improvement** – encouraging creativity and continuous development.
- **We are ambassadors for Sefton** – promoting the Borough positively and proudly representing our communities.
- **We are responsive and efficient** – delivering services that are timely, effective, and customer-focused.
- **We are clear about what we can and cannot do** – being transparent and honest in all our communications and actions.

These values underpin our commitment to excellence, inclusivity, and innovation, ensuring that Sefton remains a great place to live, work, and visit.

Our Successes and Key Projects

Sefton Council is proud of its recent achievements and ongoing commitment to delivering high-quality services. Our Adult Social Care services were recently graded



Good by the Care Quality Commission (CQC), and our Children's Services also achieved a Good rating from Ofsted. These successes reflect the dedication and professionalism of our teams and our focus on continuous improvement.

Alongside these achievements, Sefton Council is actively delivering a range of major capital projects that will transform the Borough and stimulate economic growth. These include the Marine Lake Events Centre in Southport, the Strand Shopping Centre redevelopment in Bootle, and exciting developments such as the Cove Resort and Enterprise Arcade in Southport. We are also proud to support cultural and community initiatives like Salt and Tar, Bootle's vibrant events space, which hosts live music, comedy, and family-friendly activities, bringing people together and boosting the local economy.

These projects form part of our strategic investment programme to attract private sector-led development and create vibrant spaces for residents and visitors. We work closely with local communities to ensure these projects reflect their needs and foster a sense of ownership and pride.

For more information on these projects and to stay updated on progress, visit the Sefton Council website at www.sefton.gov.uk

An Inclusive Workplace

We are committed to fostering an inclusive Council that reflects the diverse communities we serve. Our workforce brings a wide range of experiences and perspectives, and we value an environment where everyone feels respected, supported, and able to reach their full potential.

Sefton is proud to be the first local authority in the Liverpool City Region to achieve **Navajo** accreditation, recognising our commitment to LGBTQ+ inclusion. We are also a Disability Confident employer and continue to build a workforce that represents our communities.

We support several staff networks, including groups for Black and Ethnically Diverse colleagues, LGBTQ+ staff, women, disabled employees, and a Christian Workplace Group.

As an Equal Opportunities Employer, we base recruitment solely on skills, experience, and suitability for the role. All applicants are treated fairly, and we have also recognised 'care experienced' as a protected characteristic within Sefton.



For more information, please refer to our [Equality, Diversity and Inclusion Strategy](#)

Liverpool City Region Fair Employment Charter



Sefton Council is proud to support the Liverpool City Region Combined Authority Fair Employment Charter, an initiative that promotes fair, healthy, inclusive, and just workplaces across the region. The Charter celebrates good employers and encourages the highest standards in employment practice, including fair pay, secure work, opportunities for progression, strong employee voice, and a commitment to staff wellbeing. By aligning with the Charter, we demonstrate our dedication to providing a fair day's pay for a fair day's work and to fostering an equitable and supportive working environment for all colleagues.

What We Can Offer You

- A supportive and collaborative working environment.
- An agile approach to working.
- Opportunities for professional development and career progression.
- A role where your work makes a real difference across the organisation.
- Flexible working arrangements supporting work-life balance.
- A strong commitment to equality, diversity, and inclusion.

You will benefit from a comprehensive local government employment package which includes the following:

- Competitive salary in line with NJC Local Government Pay Scales.
- Membership of the Local Government Pension Scheme (LGPS), providing a secure, defined benefit pension with employer contributions.

Annual Leave and Work-Life Balance

- Generous annual leave entitlement, 28 days annual leave rising to 33 days with 5 years continuous service.
- Additional public (bank) holidays.
- Flexible working options to support a healthy work-life balance, subject to service needs.
- Option to purchase additional annual leave.
- Sefton operate a 'Shut Down' period over the Christmas period which staff contribute four fifths of a week's pay over a 12-month period.

Learning, Development and Career Progression

- A comprehensive induction programme.
- Access to a wide range of training, apprenticeships, learning, and development opportunities.
- Support for professional development and role related qualifications.
- Opportunities to develop your career within a large and diverse local authority.

Health, Wellbeing and Support

- Enhanced sick pay scheme.
- Employee wellbeing initiatives and access to occupational health support.
- Policies that promote physical and mental wellbeing in the workplace.

Family-Friendly and Inclusive Policies

Our family-friendly policies and flexible working arrangements help staff maintain a healthy work-life balance.



- Family friendly policies, including enhanced maternity, paternity, adoption, neonatal care and special leave to support with time off work to deal with issues when life events happen.
- A strong organisational commitment to equality, diversity, and inclusion.
- Reasonable adjustments and support to enable disabled employees to thrive.

Foster Friendly Employer Commitment

Sefton Council is proud to be a *Foster Friendly* organisation as recognised by The Fostering Network. We actively support employees who are foster carers or who are applying to foster by offering flexible working arrangements, paid time off for fostering-related meetings and training, and a workplace culture that recognises the vital role foster carers play in our communities.

This commitment helps ensure carers can balance fostering responsibilities alongside career, and reflects our dedication to supporting children, families, and those who care for them.

Additional Benefits

- Access to salary sacrifice and employee benefit schemes (where applicable).
- Opportunities to contribute to meaningful work that supports local communities.
- A supportive, values led organisational culture.
- Free parking at office bases (dependent upon the work location).

About the Role

Working within the Southport Convention Bureau, you will support the Business Tourism Manager in attracting conferences, meetings and events to Southport, helping to secure new business and maximise revenue opportunities across the destination.

You will work directly with conference organisers, associations, agencies, accommodation providers and venues, promoting Southport as a destination of choice and showcasing the opportunities created by MLEC and the wider destination offer.

Key responsibilities include:

- Generating and converting conference and event enquiries.



- Developing proposals and bids for national and regional conferences.
- Building relationships with event organisers, associations, trade unions and corporate clients.
- Researching and identifying new business opportunities.
- Hosting familiarisation visits and networking events.
- Working with accommodation and venue partners across Southport.
- Supporting sales reporting, forecasting and business development activity.
- Helping deliver ambitious growth targets for Southport's conference and events sector.

We're looking for someone who can combine strong relationship-building skills with commercial awareness and a proactive approach to business development.

You will have:

- Experience in a sales, business development or customer-focused environment.
- Excellent communication and interpersonal skills.
- The ability to build long-term relationships and influence stakeholders.
- Strong organisational skills and attention to detail.
- Confidence in managing multiple priorities and meeting deadlines.
- A proactive and solution-focused approach.
- Strong written, presentation and ICT skills.

Experience within conferences, events, hospitality, tourism or destination marketing would be advantageous, but we welcome applications from individuals with transferable sales and business development experience.

Please see **Appendix A (page 10)** for a full copy of the Job Description and Person Specification.

Top Tips on How to Apply

Submitting a strong application gives you the best chance of progressing to the next stage of the recruitment process. The following guidance applies to all roles and will help you prepare a clear, compelling application:

1. Read the Job Description and Person Specification Thoroughly

- Make sure you understand the key duties, expectations, and essential criteria.
- Use the person specification as your guide when writing your application.

2. Provide Clear Evidence of Your Skills and Experience

- Show *how* you meet the criteria using specific, real examples.
- Consider using the **STAR method** (Situation, Task, Action, Result) to structure your responses.

3. Tailor Your Application

- Avoid generic statements. Focus on experience that directly relates to the role you are applying for.
- Demonstrate how your strengths align with the organisation's values and priorities.

4. Highlight Your Achievements

- Include examples of work you are proud of or significant contributions you have made in previous roles.
- Emphasise impact – improvements, efficiencies, positive outcomes, or innovations.

5. Be Clear About Qualifications and Training

- List all relevant qualifications and professional training, including dates and awarding bodies.
- If you are working towards a qualification, include expected completion dates.

6. Showcase Transferable Skills

- Skills such as communication, teamwork, problem-solving, digital literacy, and organisation are valuable across all roles.

- Provide examples that demonstrate these effectively.

7. Check Your Application Carefully

- Review your responses for clarity, spelling, and completeness.
- Ensure all sections of the application form have been filled in fully.

8. Submit Your Application Before the Deadline

- Note the closing date and allow plenty of time to prepare your application.
- Late submissions usually cannot be considered.

9. Prepare for Potential Next Steps

- If shortlisted, you may be invited to an interview, assessment task, or presentation.
- Be ready to discuss your experience, approach to work, and examples of how you meet the role's requirements.

Application and Selection Information

The closing date for this vacancy is **Tuesday, 28th August** (or earlier in the event of high volume of applications being received).

Provisional interview dates are **week commencing 31st August 2026**.

We are an Equal Opportunities Employer; all candidates will receive equal treatment. Our decision to appoint will be based upon whether an individual's skills, experience, qualifications, and abilities make them the most suitable candidate for the role.

All disabled and care experienced applicants will be offered an interview where they meet all essential criteria on the person specification.

Please ensure that you meet all the essential criteria outlined in the person specification before submitting your application. Only applicants who demonstrate that they meet all essential criteria will be considered and invited to interview.



Appendix A – Job Description and Person Specification

Department: Economic Growth & Housing

Location: Agile/Southport

Division: Tourism

Post No: 418163

Post: Business Development Executive

Grade: G

Responsible to: Business Tourism Manager

Responsible for: N/A

Job Purpose

To assist the Business Tourism Manager, fulfil the agreed conference targets, identify and maximise Tourism Departmental revenue opportunities.

Main Duties

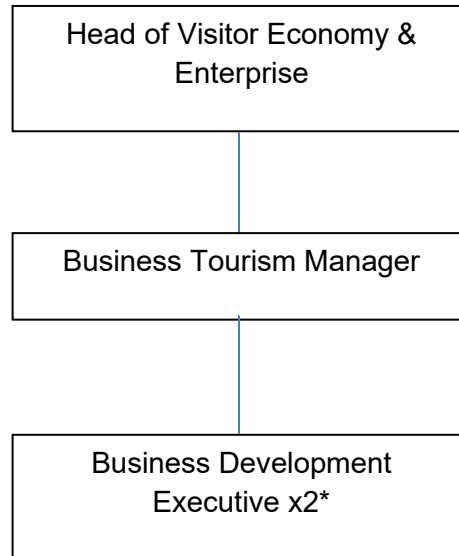
- Promote Southport as a destination for conferences to target markets such as Associations, trade unions and other large organisations as well as Agents and PCO's
- Support the venue location service (VLS) & accommodation booking service (ABS) sales strategy by delivering an efficient, effective, client focused service and activity plan.
- Operate a VLS service for association, corporate and ad-hoc events including preparation of proposals and using the VLS system to manage enquiries and conversions.
- To undertake event research including delegate numbers, anticipated room nights and revenue Maintain the operating systems with regards to accuracy of data and in line with information security policies.
- Support the Business Tourism Manager in research and writing BIDS to secure conference business



- Plan and host Host familiarisation visits and associated networking events
- Liaise with partners to source and secure rates and contractual agreements which are mutually beneficial for all parties involved (event planners, accommodation providers and Marketing Southport).
- Actively look for opportunities to maximise commission revenue for the Southport Convention Bureau team
- Ensure that relationships with partners are maintained to a high standard supporting the delivery of conferences and securing of best rates.
- To consistently build product knowledge of accommodation and venue providers within membership to support organisers and delegates who require more information.
- Undertake post event evaluation, reporting, re-solicitation and analysis of delegate and client feedback
- Support the generation of new leads through research, attending relevant industry events, participating in networking opportunities and the re-solicitation of past events.
- Support the Business Tourism Manager in developing and managing a Southport Ambassador programme.
- Provide sales performance and forecasting information for management and stakeholder groups
- Assist in the delivery of the Travel Trade sales plan
- Support the Business Tourism Manager in facilitating and managing Marketing Southport membership.
- Other general administrative and sales duties, including responding and actioning general enquiries across all inboxes.



Organisational Chart



*This post

Special Conditions

Occasional Weekend and out of hours work will be required

General

This job description is a representative document. Other reasonably similar duties may be allocated from time to time commensurate with the general character of the post and its grading.

The person appointed will be expected to work flexibly and the exact nature of the duties described above is subject to periodic review and is liable to change.

The post is customer facing therefore you must have the ability to fulfil all spoken aspects of the role with confidence through the medium of English.

All staff have a duty to take care of their own health & safety and that of others who may be affected by your actions at work. Staff must co-operate with employers and co-workers to help everyone meet their legal requirements.



The Authority has an approved equality policy in employment and copies are freely available to all employees. The post holder will be expected to comply, observe and promote the equality policies of the Council.

Note: Where the postholder is disabled, every reasonable effort will be made to support all necessary aids, adaptations or equipment to allow them to carry out all the duties of the job.

Since confidential information is involved with the duties of this post, the post holder will be required to exercise discretion at all times and to observe relevant codes of practice and legislation in relation to data protection and personal information.

Undertake, and participate in training, coaching and development activities, as appropriate.

PERSON SPECIFICATION

Criteria	Essential	Desirable	Assessment Method
Experience	- A minimum of 2 year experience within a sales or customer service environment - Experience of developing new systems and working practices to improve efficiency	- Experience within the conference and events sector - Knowledge of the conference sector, with an understanding of working in partnership with industry, academia, and conference & meeting venues - Understanding and knowledge of the visitor economy	A/I A/I A/I A/I
Demonstrable skills,			A/I



knowledge and aptitudes	• Strong communication skills, with the ability to develop long term relationships • Evidence of your ability to prioritise and meet deadlines. • Ability to formulate and implement strategies. • Excellent attention to detail and organisational skills. • A high level of written, ICT and presentation skills. • Ability to build effective working relationships and network with private and public sector. • Willingness to work unsociable hours and travel where required.	• Negotiation and financial skills	A/I A/I A/I
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Assessment Methods

AF: Application Form

I: Interview

C: Certificates

