



## **ABOUT NATIONAL GALLERY SINGAPORE**

### **UNVEILING MODERN SINGAPORE AND SOUTHEAST ASIAN ART**

National Gallery Singapore is a visual arts institution which oversees the largest public collection of modern art in Singapore and Southeast Asia. Situated in the heart of the Civic District, the Gallery is housed in two national monuments—City Hall and former Supreme Court—that have been beautifully restored and transformed into this exciting venue.

Reflecting Singapore’s unique heritage and geographical location, the Gallery features Singapore and Southeast Asian art from Singapore’s National Collection in its long-term and special exhibitions. The Gallery also works with international museums to jointly present Southeast Asian art in the global context, positioning Singapore as a regional and international hub for the visual arts.

In 2016, the Gallery won the awards for “Best Attraction Experience”, “Breakthrough Contribution to Tourism” and “Best Customer Service (Attractions)” at the prestigious Singapore Tourism Awards for its role in adding to the vibrancy of Singapore’s tourism landscape.

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## **Head - Business Development**

**In this role, the Head of Business Development will be responsible for devising, developing and delivering a comprehensive business development strategy to balance revenue maximization, opportunity capitalization, repeat business and brand-building/advocacy. This position will report to the Gallery’s Chief Marketing Officer.**

### **RESPONSIBILITIES**

#### **Business Development Planning and Client Retention**

- Develop a comprehensive business development strategy around the Gallery’s goals and purpose for the following income streams: Corporate Events & Experience Sales, Ticket & Tours Sales.
- Lead a young, passionate team to deliver on the business development strategy, arranging and participating in internal and external client debriefs, and ensuring that the business strategy and corresponding initiatives are aligned with the Gallery’s strategic goals.
- Client Prospecting, pitching, building key customer relationships, and leading the team to acquire, grow and retain accounts by presenting new solutions and services to clients.

- Work with team to develop proposals that speak to the client's needs, concerns, and objectives; participate in pricing the solution/service and working with technical staff and other internal colleagues to meet customer needs.
- Design new partner concepts and business models by considering factors such as market segmentation, value proposition, product positioning, and pricing strategy.
- Develop, refine and own the execution of win-win partner programs, sales processes, go-to-market strategies, and business development initiatives that drive revenue growth and market expansion as well as to grow existing partnerships.
- Maintain extensive knowledge of current market and industry conditions and develop the pipeline of new business opportunities and sales forecast. This requires a thorough knowledge of the market, the solutions/services the company can provide, and of the company's competitors.
- Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends; present to and consult with mid and senior level management on business trends with a view to developing new services, products, and distribution channels; identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales.
- Work closely with the various divisions across the Gallery, in particular the Audience Development & Engagement, Marketing and Communications, as well as Partnership Development teams to achieve the collective goals of increasing revenue, engagement and awareness of the Gallery's brand and offerings. Using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators, as well develop new products and offerings.

#### **Management & Research**

- Sales Targets, Report and Forecast: Work with team to submit weekly progress reports to D/ADE and ensure data is accurately entered and managed within the company's CRM or other sales management system; work with team to forecast sales targets and ensure they are met by the team; track and record activity on accounts and help team to close deals to meet these targets.
- Key Account Management: institutionalize a key account management approach for the sales teams to ensure we always take a long-term, strategic, market/customer-focused approach towards maximizing revenue, capitalizing on opportunities while balancing repeat business and brand-building/advocacy for the Gallery.
- Research and develop a thorough understanding of the company's people and capabilities; ensure all team members represent the company in the best light. Where needed, present business development training and mentoring to business developers and other internal staff.
- Budget Management: Oversee and manage the team's Finance matters (budget and procurement). Monitoring of the department's budget and expenses; maintaining and generating an updated monthly budget and KPI report for various reporting purposes
- Develop and enforce Knowledge Management policies, procedures and guidelines, including filing and storage of key agreements, contracts, documents and project folders.
- Sales and Business Development team's audit champion: responsible for overseeing, maintaining and updating record of the team's work processes and procedures; liaising with Gallery Finance and preparation of records for internal and audit checks;
- Oversee the team's Business Continuity Process (BCP); maintaining and updating relevant processes and procedures relating to Sales and Business Department within BCP manual

## REQUIREMENTS

- Relevant Business Management degree. An MBA is preferred
- At least 8-10 years of working experience in a related field/position, i.e. business development, sales and key account management
- A team player who is resourceful, hands-on, detail-oriented and able to manage multiple projects simultaneously: Ability to multi-task and prioritise; takes initiative and is assertive when required; is meticulous and pays attention to details
- Must have excellent interpersonal, communication skills
- Strong track record of managing and motivating high-performing teams and developing talent
- Experienced in key account management, market segmentation and go-to-market models. Challenger Sales and Blue Ocean Strategy experience is a plus.
- Well-versed in Microsoft Office (Word, Excel, PowerPoint, Outlook, Access)
- Able to work on some evenings and weekends
- Passion for the arts and exposure to the art world
- Other skills required: Networking, Persuasion, Prospecting, Public Speaking, Research, Writing, Closing Skills, Motivation for Sales, Prospecting Skills, Sales Planning, Identification of Customer Needs and Challenges, Territory Management, Market Knowledge, Meeting Sales Goals, Professionalism, CRM, and Microsoft Office.

Please send your detailed CV to [careers@nationalgallery.sg](mailto:careers@nationalgallery.sg). We regret that only shortlisted candidates will be notified.