

Wow!

PRESS
CLIPPING

FUZION

Client: CORK INT HOTEL
Title: EVENING ECHO
Date: 29/04/15

■ Susan Lavelle – Business Development Manager

Business is flying for Susan

SUSAN LAVELLE has just been appointed Business Development Manager at Cork International Hotel and Cork Airport Hotel.

Susan brings a wealth of experience in the hospitality industry to the position having previously worked at The Kingsley Hotel as Operations Manager, Fota Island Resort as Wedding Coordinator, and The Oriel House Hotel as Events Coordinator. Prior to this she worked for the Jurys Doyle Hotel Group in various properties in the UK.

Name: Susan Lavelle

Age: 31

Lives: Ballincollig, Cork

Job title: Business Development Manager

Salary bracket: €20,000 - €40,000

Education background: Training within the industry, school in Glasgow.

Hobbies: Baking, reading, socialising and I have recently signed up to a running club.

Describe your job in five words: Challenging, Interesting, Motivating, Enjoyable, Inspiring

Describe yourself in five words: Encouraging, thoughtful, kind, helpful, enthusiastic.

Personality needed for this kind of work? Outgoing, self-motivated, hard working.

How long are you doing this job?

I have been working in hotels for 12 years in various positions and was recently appointed to the Cork International and Cork Airport Hotels.

How did you get this job?

My career in hospitality began in the Jurys Doyle Group many years ago as a receptionist in a new hotel in Glasgow. I knew I wanted to remain in hotels at that time and decided to progress into the conference department, planning and co-ordinating meetings with corporates.

From here I progressed within the company to conference co-ordinator in Croydon, using my knowledge to help improve services within the department. Shortly afterwards I became the sales executive for the hotel. This role progressed to Leeds where a new sales team was appointed, and I joined as the sales executive.

After meeting my husband we decided to move to Cork, his home town, and build our life here. I was lucky to be appointed as the weddings and events co-ordinator in the Oriel House Hotel where I remained for a few years before moving to Fota Island Resort as the wedding co-ordinator.

After years of planning weddings I became the operations manager at The Kingsley.

Cork International Hotel and Cork Airport Hotel have recently been purchased by new owners, and both hotels are currently under new development. This is an exciting time for any hotel and with the position of business development manager, I am able to use my knowledge of both sales and operations to help develop business within the hotel.

Do you need particular qualifications or experience?

A number of sales and business development managers will have a business and marketing degree or qualification. Alternatively, with the right attitude and a passion for sales, it is possible to move into this area of expertise.

Describe a day at work:

It is important to know the current client base who use the facilities in the hotel, so I would liaise with the management team in the morning making sure we are aware of the corporate guests due to check out and check in later that day. If a client is using



Photo by Darragh Kane

the hotel for the first time, I will make contact with the guest after their stay and encourage the client to use the hotel as the premier choice for accommodation in Cork. I then look at the companies who previously used the hotel facilities and have not shown to be key clients, and I look to develop these relationships to encourage the clients to use the hotel again. I would also look at the companies in Cork and other counties who are not using the hotel for meetings / events and again arrange to meet with them to showcase all that the hotel has to offer.

How many hours do you work a week?

40 hours per week.

What do you wear to work? Smartly dressed, suit.

Is your industry male or female dominated? Female.

Does this affect you in any particular way?

I have been lucky to work with a wonderful people, and working with the right management team is important, whether male or female it has only encouraged me to improve my skills and develop.

Is your job stressful?

I'd rate it 6 out of 10 for stress. Finding new clients is always a challenge.

Do you work with others or on your own?

I am part of a team, each has a particular area of interest, however we will always work together.

When do you plan to retire or give up working? When I win the Lotto.

Best bits?

Meeting new people, being excited about what you are doing, and welcoming new clients to the hotels.

Worst bits?

Cold calling to new companies is the hardest element of my work.

Advice to those who want your job?

This industry is extremely competitive so you have to know your product. It's important to work with the operations team and understand the capabilities of the hotel.

Any other comments?

You have to think ahead, working in the hospitality industry is like no other. It's competitive, constant but it can be rewarding. It's not only selling a product, it is believing in what you are selling. Cork International Hotel recently underwent refurbishment of the lobby, bar and restaurants which is a great talking point; while the recently renamed Cork Airport Hotel, under the same management, is currently undergoing refurbishment of the restaurant and bar, and will offer us a great excuse to invite new clients in, and bring back some old ones.