

# Manager

A person who coordinates the efforts of people to accomplish goals and objectives by using available resources efficiently and effectively.

Track	Competency	Job Task
Business Case for Incentive Travel	<b>Strategic Planning</b>	<ul style="list-style-type: none"> <li>Identify resources for the incentive program</li> <li>Measure business value of the incentive program</li> <li>Translate the client company's mission, vision, and values into the incentive program</li> </ul>
	<b>Incentive Program Design</b>	<ul style="list-style-type: none"> <li>Develop and align program goals and objectives for the incentive program</li> <li>Design incentive program environment</li> <li>Evaluate incentive program results or outcomes</li> <li>Monitor incentive program business results and ROI metrics</li> </ul>
	<b>Human Resources</b>	<ul style="list-style-type: none"> <li>Manage employee/volunteer recruitment, training, and retention</li> <li>Administer compensation, healthcare, pension programs, etc.</li> <li>Manage workforce relationships</li> </ul>
	<b>Stakeholder Management</b>	<ul style="list-style-type: none"> <li>Manage stakeholder relationships</li> <li>Monitor and report on stakeholder relationships</li> </ul>
	<b>Administration</b>	<ul style="list-style-type: none"> <li>Communicate to internal and external stakeholders</li> </ul>

Selling to the Incentive Travel Market	<b>Sales</b>	<ul style="list-style-type: none"> <li>Respond to RFPs</li> <li>Conduct contract negotiations</li> <li>Manage sales activities</li> </ul>
	<b>Professionalism</b>	<ul style="list-style-type: none"> <li>Exhibit professional behavior (i.e., competence, collaboration, integrity, ethics, etc.)</li> <li>Exhibit professional interpersonal communication</li> <li>Adhere to company policies and procedures</li> </ul>

Managing Incentive Travel Programs	<b>Financial Management</b>	<ul style="list-style-type: none"> <li>Identify ways to reduce costs</li> <li>Monitor budgets and financial resources (cash flow, etc.)</li> </ul>
	<b>Marketing</b>	<ul style="list-style-type: none"> <li>Manage marketing activities</li> <li>Promote incentive program</li> <li>Employ social media and mobile marketing strategy</li> </ul>
	<b>Communication</b>	<ul style="list-style-type: none"> <li>Utilize variety of communication styles, strategies, and tactics</li> <li>Recognize and use effective cultural differences in communication</li> </ul>
	<b>Risk Management</b>	<ul style="list-style-type: none"> <li>Identify and assess risk</li> </ul>
	<b>Crisis Management</b>	<ul style="list-style-type: none"> <li>Identify and secure safety/security resources</li> <li>Conduct threat assessment including evaluating itinerary and venues for potential risk</li> </ul>
	<b>Project Management</b>	<ul style="list-style-type: none"> <li>Manage the incentive program</li> <li>Monitor incentive program timeline and budget</li> <li>Conduct post-incentive program review</li> </ul>
	<b>Site Management</b>	<ul style="list-style-type: none"> <li>Select site destination and venue(s)</li> <li>Design event experience</li> <li>Manage onsite communication</li> <li>Manage incentive program staff/volunteer resources</li> </ul>

A competency is the capability to apply or use a set of related knowledge, skills, and abilities required to successfully perform critical work functions in a defined work setting. These competencies represent the core role and responsibilities of a Manager aligned with SITE's three training tracks. Having a strong knowledge of each of these competencies will assist incentive professionals in career development and help employers recognize the benchmarks used to measure the competency level of their employees or potential talent.