

## JOB DESCRIPTION & ACCOUNTABILITIES

<b>NAME:</b>		<b>REPORTING TO:</b>	<b>Regional Director - EMEA</b>
<b>POSITION TITLE:</b>	<b>Director of Sales and Distribution - EMEA</b>	<b>DIRECT REPORTS:</b>	<b>5 (subject to change due to business requirements)</b>
<b>DEPARTMENT:</b>	<b>EMEA Sales</b>	<b>LOCATION:</b>	<b>Brixton</b>

### POSITION PURPOSE:

The Director of Sales and Distribution is responsible for maximising profitable sales and achieving regional sales targets by developing and implementing the sales operation and distribution strategy at a regional level.

This role oversees all elements of sales operations and B2B sales distribution, ensuring relationships, structure, processes, skill level and dynamics of the sales and distribution departments are at the optimum level while both winning new and growing existing distribution partnerships to achieve and exceed sales targets and key performance indicators.

Reporting to the Regional Director EMEA - this senior leadership role heads up the Sales and Distribution teams and includes responsibility for ongoing leadership development, training and coaching. You will work with your managers to champion a high-performance culture and maintain world class customer service across all teams. This role is also responsible for effective system usage and ensuring ongoing process and system improvement in order to increase productivity across the business

The role involves a high level of collaboration with commercial and marketing departments to ensure profitability of partner contracts and sale margins along with maximising campaign uptake with distribution partners and inside sales conversion to ensure overall campaign ROI.

The role oversees the regional B2B distribution teams, inside sales and service teams, Private Groups department, GSA brand sales team, airfares and customer relations and you will have responsibility for your department P&L, including salaries and wages, incentives and other overhead costs.

### QUALIFICATIONS AND EXPERIENCE

- Senior management experience in a sales or business capacity
- Extensive knowledge of UK and European travel distribution including existing senior head office relationships with Retail and Wholesale travel distribution groups
- Demonstrated leadership, communication & people management at all levels
- Strong business management, financial and commercial acumen
- Proven record of partnership growth and leading sales teams to deliver revenue targets
- Experience in complaint handling and escalated customer issues
- Effective resource and change management skills
- Strong process improvement skills
- Experience with ABTA, ATOL regulations and Customer relations or conflict resolutions
- Knowledge of Salesforce and CRM systems desirable

### OTHER SKILLS AND ATTRIBUTES

- Proven leadership skills
- Ability to find innovative solutions to problems & effective decision-making ability
- Outstanding time management, organizational skills with attention to detail and ability to juggle competing priorities
- Understanding of cross-department dependencies & ability to work productively with all areas of the business
- Ability to think and strategically and effectively implement change •
- Understanding and supporting our Purpose Beyond Profit ethos
- Have a digital mindset
- Ability to work under pressure and maintain composure in a fast-paced environment

Operational Accountabilities of Role	Benchmark Measure
<b>Inside Sales</b> Lead operations of sales and service department to achieve regional targets In collaboration with the EMEA management team set annual sales targets and re-forecast as necessary. Set team and individual incentives as appropriate to achieve regional result Implement ongoing improvement in processes and adherence to best practice polices globally to optimse customer experience	Increased Revenue from region Increased customer growth from region Increased sales per FTE across all brands of the Intrepid Group Achieve ancillary product sales targets Compliance with company policies and improved processes Improve customer experience
<b>Customer Service</b> Ensure the highest level of customer service across all channels, both pre and post booking, including post trip customer complaint	Post booking NPS Close loop activities i.e., 100% of detractors contacted Reduce compensation as a % of revenue Achieve revenue generation from CR vouchers Average days to close CR case
<b>B2B Sales Growth</b> Working in conjunction with Regional B2B Managers, PGM's and Business Development Manager, execute the EMEA distribution strategy to win new and grow existing partnerships.	Achieve target revenue growth with B2B partners New partners signed
<b>Contracting</b> Lead the contract negotiation process with distribution and supplier product partners	Improved commercial position of Intrepid Group with distribution partners New partner contracts in place Contracts for ancillary products including Air, Insurance and other services are in place All agreements are renewed on time Contract template up to date, all regulatory requirements are being followed in region and required process changes implemented as required
<b>Profitability</b> Manage S&W budget including incentives, management of overhead costs including cost for errors and customer complaints. This also includes achieving set margin % for private groups as well as profit from air sales and commercial agreements with GDS and Airlines overrides	S&W budget inline with forecast costs Incentives set as appropriate to revenue growth Increased productivity per headcount Decreased compensation and waivers cost Maintain complaint compensation % Achieve % margin target for Private Groups Achieve GSA sales targets Airline commercial overrides and rebates in place Air profit growth
<b>Crisis Management</b> Manage crises affecting department and wider office as they arise	Swiftly respond to on tour crises & natural disasters, liaising with emergency teams globally Manage internal comms and staffing to support and minimise impact on customers Systems and Comms interruptions are kept at a minimum

Operational Accountabilities of Role	Benchmark Measure
<b>Strategic planning</b> In collaboration with EMEA management team contribute to high level strategic plan. Forecasting of sales results	Contribute to EMEA regional goals and strategy Create and implement department goals and strategy Work with managers to create and achieve team goals
<b>Leadership, management and development of staff</b> This includes recruitment, training and development, conducting regular 1:1 conversations with your managers and ensuring they are also leading and developing their staff	Regular performance reviews of all staff Staff satisfaction rating in employee survey Improved staff retention
<b>Reporting and analysis</b> Monitoring, analysis and accurate reporting of sales and KPI's across departments	Weekly trading reports Monthly sales summary and KPIs Daily key metrics reported to business
<b>Responsible Business / Purpose Beyond Profit</b> Understand Intrepid Group's 'Purpose beyond Profit' philosophy and contribute to the achievement of the social, environmental and Intrepid Foundation goals as set by IG each year	Achieve Purpose Goals as relevant.