

JOB DESCRIPTION & ACCOUNTABILITIES

NAME:		REPORTING TO:	General Manager B2B Europe
POSITION TITLE:	Partnership Growth Manager Europe	DIRECT REPORT:	Nil
DEPARTMENT:	Sales	LOCATION:	Germany

POSITION PURPOSE

- To maximise Intrepid Group sales from the travel industry market in Europe (mainly DACH, excluding UK/Ireland, Scandinavia) by developing and maintaining relationships with industry partners.
- To provide excellent training and service to enhance existing industry relationships
- To conduct regular communication with agency partners using a variety of communication methods
- To create growth through managing key account partnerships
- To help manage the Europe industry sales budget in collaboration with GM Europe B2B

QUALIFICATIONS AND EXPERIENCE

- Qualifications and/or experience in sales or marketing ideally in a travel industry role (min. 2 years)
- Knowledge of the travel market in Europe, especially within the DACH region
- Personal and/or professional travel experience in multiple destinations that Intrepid operate
- Competent in use of Microsoft office products & internet
- European passport or on-going working visa (without restrictions)

OTHER SKILLS AND ATTRIBUTES

- Fluent in English & German essential. A third European language desirable but not essential.
- Excellent interpersonal and communication skills
- Results orientated
- High standards of customer service and excellent communication skills
- Ability to create and manage sales strategies, promotions etc
- Ability to manage within budget
- Strong organisational skills
- Problem solving and decision making capacities
- Ability to work independently and in a team
- Ability to work under pressure and juggle multiple tasks
- An understanding of and belief in Intrepid's Responsible Travel philosophy and Core Values
- Friendly, flexible and a sense of humour!

OTHER REQUIREMENTS

- To travel around Europe as required
- To attend various travel shows & promotional events when necessary
- To work flexible hours to accommodate travel show/agency needs - this can be long days, occasionally weekend work
- Attend office meetings and annual Product Week-end off company premises
- Covering for colleagues in their absence
- Driving license

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KEY ACTIVITIES TO DELIVER ACCOUNTABILITIES

SALES

Growth in regional industry sales across the Intrepid Group	<ul style="list-style-type: none"> • % growth in sales on last year, meeting set targets from industry channels
Contract management	<ul style="list-style-type: none"> • Maintain relationships with key designated agents in order to build a solid sales strategy for growth
Prepare and implement a sales plan	<ul style="list-style-type: none"> • Prepare territory call pattern according to estimated business potential. • Report monthly on agent call activity • Training sessions - provide a variety of training methods, i.e. visual, audio and kinaesthetic • Ensure travel agents are familiar with selling features and advantages over competitors.
Problem Solving	<ul style="list-style-type: none"> • Resolve all complaints without delay, to the satisfaction of both the agent and passengers. If necessary, liaise with Inside Sales, Customer Services Dept and Head of Inside Sales.
Effective internal and external communication within the sales dept and outside of the company to industry partners	<ul style="list-style-type: none"> • Ensure required monthly reporting of all European accounts, sales activity etc is always completed accurately and on time by 5th of the month • Competitor awareness: Report on competitor activity monthly. • Meet all internal communication deadlines

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MARKETING & COMMUNICATION

Maintaining your agent database	<ul style="list-style-type: none"> • Keep up to date of developments in your territory, including changes in agency staff, preferred agent groups, policies of major groups.
Optimize effectiveness of sales & marketing campaigns	<ul style="list-style-type: none"> • Ensure monthly call plans are developed to align with the global or regional sales/marketing calendar. • Drive campaign awareness by following up the monthly campaign launch emails with personal calls / visits / emails to agents. • Deliver campaign artwork and other collateral into agents to support campaigns. • Drive Intrepid Group awareness by ensuring the European industry is informed of all activities via newsletters, flyers, postcards, effective brochure releases, training seminars etc. At least 1 activity per quarter. • Help develop offers for industry led campaigns. • Help reach sales or pax targets for each campaign.
Reporting	<ul style="list-style-type: none"> • At the completion of campaigns, work with Industry Marketing to develop and report on the effectiveness of campaigns.
Brochure management	<ul style="list-style-type: none"> • Help arrange and implement brochure launch & distribution to Europe agencies within 2 weeks of arrival from printers • Help manage allocation of brochures to ensure efficient use of stock
Agent ADs and familiarization trips	<ul style="list-style-type: none"> • Manage all agent incentive and AD requests by responding to agent within 24 hours of receiving initial request. • Fulfil any agent fam trip requests by liaising with operational offices to provide price, itinerary and escort where possible
Travel Expos & Travel shows	<ul style="list-style-type: none"> • Manage & participate in all travel expos & travel shows as requested by Manager.
Profitability	<ul style="list-style-type: none"> • Working with the GM Europe B2B to set annual budgeting targets • Meet KPIs for company budgets • Meet all communication deadlines