

Effective for: 2019

JOB DESCRIPTION

NAME:		REPORTING TO:	Regional General Manager, Latin America
POSITION TITLE:	General Manager, Costa Rica	DIRECT REPORTS:	Operations Mgr, Contracting Mgr, Finance Mgr, Sales Mgr, HR coord, Reservations Manager
DEPARTMENT:	DMC Costa Rica	LOCATION:	San Jose

POSITION PURPOSE:

PEAK DMC is a global leader in providing sustainable experience rich travel to a wide customer group. PEAK DMC is Intrepid Group's (IG) destination management network that is responsible for delivering product on behalf of IG and external, third-party clients. In addition, the DMC strategy is to directly market and sell to an increasing number of external customers. The PEAK DMC network is made up of over 20+ DMCs around the world.

The General Manager is responsible for managing the DMC including implementing strategic plans and managing the day to day business of the Company. The General Manager will provide leadership to enable the company to achieve its goals, by developing new business and driving sales growth, promoting business profitability, delivering exceptional product to our partners, and developing a high performing team.

The General Manager PEAK DMC Costa Rica, is part of the Latin America region responsible for the business in Costa Rica and surrounding countries. Currently the role also oversees a small office in Mexico, but in time this will grow into a stand alone DMC and the Central America region will be split between these two hubs.

Led by the Regional General Manager, this role will collaborate with the other GMs in the region to achieve regional focusses and initiatives. This position will also work with the DMC Global Management team to provide input to and proactively implement global policies, identify and manage gaps and ultimately own and lead the growth and health of the DMC.

QUALIFICATIONS, TECHNICAL SKILLS AND EXPERIENCE

Essential

- Degree qualification; Tertiary management qualifications preferred
- Minimum of middle level management experience; Company management experience preferred
- A high level of financial literacy and proven commercial decision making
- Proven understanding of risk and incident management
- Demonstrated ability to build strong relationships and develop teams
- Excellent written and spoken English

Desirable

- Knowledge of the workings of a DMC
- Experience in tourism or a sales and customer-focused industry
- Spanish language is highly desirable

PERSONAL ATTRIBUTES

Essential

- Ability to work strategically on the business and also operationally in the business
- Significant people management and change management experience
- Understanding and commitment to international standards of compliance
- Proven ability to successfully motivate and influence others to set and achieve objectives aligned to business goals
- Advanced communication skills and a proven ability to build rapport, listen well and alter communication style to suit the audience
- Strong time management skills and proven ability to deliver on objectives within a given timeframe
- Ability to deal with uncertainties and a fast changing business environment
- Eligible for work visa in location specified and business visa for Australia

Desirable

- Ability to adapt to and work with people across diverse backgrounds and organisational levels
- Strong coaching & influencing skills
- Personal/professional travel experience in Intrepid Group's travel destinations

VALUE ALIGNMENT AND PURPOSE

Essential

- Passion for travel and belief in Intrepid Group's responsible travel philosophy
- Understanding of and support for Intrepid Group's Purpose Beyond Profit ethos
- Clear alignment with Intrepid Group's values (Growth, Innovation, Fun, Responsibility, Passion, Integrity)
- A digital mindset

KEY ACCOUNTABILITIES:

Areas of Accountability	Performance Measures
Strategy implementation	<ul style="list-style-type: none"> • Contribution to global strategy and policy development • Monitoring & reporting of local company goals and contribution to global targets • Achievement of annual and longer term goals
Talent development	<ul style="list-style-type: none"> • Develop a high-performance culture in the DMC • Ensure development plans are in place for high potential and high performing staff • Actively address underperformance • Engage the team as demonstrated through Your View survey
Contracting & Supplier management	<ul style="list-style-type: none"> • Ensure DMC has comprehensive range of contracts with suppliers to meet the needs of all internal & external partners for group and FIT product • Ensure ability to quote competitively priced product • To encourage ongoing product innovation through the ongoing creation of SERT experiences and Community Based Tourism initiatives
Sales Growth	<ul style="list-style-type: none"> • To identify business development and sales opportunities • Drive sales growth through increasing conversions and winning new partners • To set sales targets for teams that strike the correct balance between being difficult yet possible to achieve • Ensure accurate and timely reporting of external sales • Ensure all sales turnaround expectations are met
Deliver high quality trip operations	<ul style="list-style-type: none"> • Achievement of customer enjoyment and NPS targets • Ensure implementation of global operational policies including Health & Safety, Incident Management, Leader code of conduct, etc • Oversight and participation in both new and refresher leader training to ensure that is delivered at a high quality and is consistent with overall PEAK DMC policies and guidelines • Build high performing teams of leaders, guides and other crew as required for product delivery • Ensure all trips are delivered to the correct brand guidelines as defined by contracted partners • Ensure all incidents and complaints are managed in a timely manner
Financial management	<ul style="list-style-type: none"> • Ensure company financial metrics are met, including revenue, profitability and S&W/overhead ratios • Cashflow is managed effectively to ensure adequate working capital is in place • Understand and optimise trip and company profitability to ensure both revenue and profit growth • Ensure local financial compliance, including audits, tax filings etc is completed accurately and on time
Risk & incident management	<ul style="list-style-type: none"> • Proactively identify key areas of risk and oversee the development of viable solutions • Ensure local compliance requirements are met and breaches are reported and addressed • Ensure implementation of Group policies • Manage company legal matters
Development of strategic relationships	<ul style="list-style-type: none"> • Develop strategic relationships within the region with Government bodies, Embassies, Tourism bodies, communities etc to deliver on company strategy
Systems and business processes	<ul style="list-style-type: none"> • Ensure that IG systems such as Travel Studio are fully utilized and drive adoption through the ongoing implementation • Business processes are consistent with global practices
Company culture	<ul style="list-style-type: none"> • To create and maintain a company culture in line with the global business • To be a role model of company culture and values
Contribute to collaborative global team	<ul style="list-style-type: none"> • Encourage close working relationships between DMCs and with DMC Global • Contribute to General Management team and global policy and strategy development • Representing the PEAK DMC network externally

