

JOB DESCRIPTION

Effective From: May 2019

NAME:		REPORTING TO:	General Manager Commercial
POSITION TITLE:	General Manager Marine	DIRECT REPORTS:	Operations Manager Marine Brand and Product Manager x 2
DEPARTMENT:	Product	LOCATION:	Melbourne

POSITION PURPOSE

The purpose of this role is to lead the Intrepid Group's Adventure Cruising Marine business, from the management of the day to day trading to the long-term strategic development of the Adventure Cruising, Polar and Sailing themes. The General Manager – Marine will provide direction to enable the business to achieve its objectives through the successful implementation of marketing plans to achieve sales growth, increasing business profitability, the procurement of ships and the development of new business.

QUALIFICATIONS, TECHNICAL SKILLS AND EXPERIENCE

- Mid to senior level management experience
- Extensive sales & marketing experience in the travel industry; specific experience in the marine/cruising industry
- Experience managing a Product development function within the travel & tourism industry, preferably with a Marine focus
- Understanding of adventure travel industry and alignment with culture and values
- Tertiary management qualifications
- Excellent communication and relationship building skills
- A strong understanding of the Intrepid Group and cruising customer

Other skills and attributes

- Can do' pragmatic attitude with a strong personal drive to achieve.
- Strong sales & marketing acumen
- Outstanding strategic thinker, with ability to create and manage marketing strategies across multiple countries.
- Knowledge/experience in financial management
- Ability to create strong working relationships with internal and external clients and suppliers
- Understand the global business environment and working in multiple cross-cultural environments
- Excellent interpersonal and communication skills across a variety of countries and cultures.
- Demonstrate leadership and ability to foster teamwork
- Ability to deal with uncertainties and a fast-changing business environment
- Strong time management skills and proven ability to deliver on objectives within a given timeframe

ACCOUNTABILITIES

This section outlines the areas of accountability for the role, the tasks that need to be performed within each area and how success will be measured. There should be no more than 8 Areas of Accountability and each job description must include Purpose Beyond Profit as an Area of Accountability.

Areas of Accountability	Key Performance Indicators
Lead the development and implementation of the global Adventure Cruising, Polar and Sailing business strategy	<ul style="list-style-type: none"> • 3 year and 1 year plans created and approved • Regular performance reporting to plans
Work closely with global marketing teams on the development of an annual marketing plan for IG's marine themes, to be delivered in conjunction with the company's regional sales offices.	<ul style="list-style-type: none"> • Delivery of the annual marketing budget and plan • Campaign KPIs met • Customer acquisition cost within budget
Drive strong sales growth globally and ensure business unit profitably	<ul style="list-style-type: none"> • Direct sales targets and industry sales targets met in all regions globally • Develop new partnerships with specialist distributors • Create and deliver product training to internal and external sales teams and customers • Performance to Gross Profit targets for the business unit
Oversight of trip quality (working with internal Product team and DMCs)	<ul style="list-style-type: none"> • Target rating from passenger feedback – NPS
Analyse cruising industry trends to identify opportunities for new business development	<ul style="list-style-type: none"> • Oversee destination and trip development in accordance with industry trends and the business plan.
Oversee and manage ship procurement	<ul style="list-style-type: none"> • The charter or building of vessels to the Intrepid's Group requirements and price to enable the successful delivery of growth in accordance with the business plan.
Monitoring & reporting of business unit performance	<ul style="list-style-type: none"> • Monthly performance analysis report and financial reports against targets