

Effective for: May 2019

JOB DESCRIPTION & ACCOUNTABILITIES

NAME:		REPORTING TO:	Commercial Director – EMEA and Americas
POSITION TITLE:	Sales Coordinator – EMEA and Americas	DIRECT REPORTS:	None
DEPARTMENT:	EMEA and Americas Sales	LOCATION:	Brixton

POSITION PURPOSE:

The Sales Coordinator role is to co-ordinate the execution of strategic activity plans for all partners, in the EMEA and Americas region, on behalf of the Intrepid Group brands.

The role will provide sales support specifically to the externally facing sales teams around new business development activity, ongoing partnership management and partner support activity in line with the partner activity calendar.

The role will work closely with the broader marketing team, to ensure that all activity is on brand, within contracted budget commitments and aligned with all other brand marketing activities including global campaigns.

QUALIFICATIONS AND EXPERIENCE

- Marketing qualifications or experience in marketing or travel industries (preferred but not essential)
- Personal and/or professional travel experience in the brands destinations
- Knowledge of the UK, European and North American travel markets desirable
- Competent in use of Microsoft office products

OTHER SKILLS AND ATTRIBUTES

- A strong personal drive to achieve and comfortable working in a dynamic, fast-paced environment
- An understanding of and belief in the Intrepid Group core values.
- Excellent communication skills
- Strong organisational skills to deliver multiple projects to deadline
- Fast learner, able to adapt to changing priorities & strong time management skills
- Ability to work independently is essential, and in a team, of course
- Passion for travel
- High standards of customer service
- Problem solving and decision making capacities
- Friendly, flexible and a sense of humour

Operational Accountabilities of Role	Benchmark Measure
Growth <ul style="list-style-type: none"> • Assist sales teams to achieve overall regional sales target 	<ul style="list-style-type: none"> • Gross sales per year as per sales budget
Partner Incentive Activity <ul style="list-style-type: none"> • Work with sales team to coordinate partner famils and incentives • Measure ROI of activity and make sure execution is within budget 	<ul style="list-style-type: none"> • Activity executed on time and within budget • ROI from activity
Product and commercial content <ul style="list-style-type: none"> • Supply product information to affiliate partner for sales activity including loading into external systems, completing templates, etc • Collate and communicate offers from commercial around tactical activity with affiliate partners both internally and externally • Set up of promotional deals in internal system (Starship) 	<ul style="list-style-type: none"> • Ensure all deadlines are met • Compliance with brand guidelines
Communication management <ul style="list-style-type: none"> • Manage communication with internal and external stakeholders • Compile and maintain up to date database of key partner contacts and agency details across the region • Assist sales with compiling sales collateral including sales kits and partner pitch presentations • Maintain brand consistency across communication channels for all relevant messages • Assist with industry eDM execution as a channel for industry communication 	<ul style="list-style-type: none"> • Feedback from Sales team (e.g. BDMs, PGMs, agent sales team, etc) • Feedback from key partners • Database is accurate
Local Area Marketing Support <ul style="list-style-type: none"> • Assist with creation or local partner activity related collateral • Support sales teams with local support requirements around events, etc • Work closely with CX and EMEA and Americas design and copywriting to facilitate requests 	<ul style="list-style-type: none"> • Ensure all deadlines are met
Sales reporting and team support <ul style="list-style-type: none"> • Work with Commercial Director and external sales department heads to compile monthly reporting • Provide admin support to Commercial Director/Regional LT • Assist in planning and execution of sales team movement and conferences • When requested, co-ordinate reporting for relevant teams/campaigns • Analyse and present findings and recommendations for industry campaigns • Work closely with regional finance team to ensure all sales reporting for development of industry related reporting dashboards and industry reporting automation requirements. 	<ul style="list-style-type: none"> • Submission of weekly, monthly, and quarterly reports and campaign analyses.
Responsible Business / Purpose Beyond Profit <ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Achieve Purpose Goals as relevant.