



JOB DESCRIPTION

JOB TITLE: KEY ACCOUNT MANAGER – DACH	
BUSINESS UNIT/DEPARTMENT SALES	
POSITION REPORTS TO HEAD OF SALES EMEA IRs	
DIRECT REPORTS NONE	

POSITION SUMMARY:

This position's fundamental role is to manage a portfolio of agents in the German market primarily made up of cruise specialists, tour operators and homeworkers, influencing a cross functional team to ensure performance is maximised through the development of fully integrated strategic sales and marketing plans to meet and exceed APD, revenue and passenger targets.

This Position oversees the following markets, under the supervision of the head of sales: Germany, Switzerland, and Austria

ESSENTIAL DUTIES AND RESPONSIBILITIES:

The duties below are the main duties and responsibilities however this job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to perform any other job-related duties assigned by their supervisor or management.

PROFITABLE ACCOUNT PLANNING

- Produce annual destination plans with alignment to the booking curve for each group and key members
- Development of an annual sales plan for each group ensuring the plans will drive improvement on all key metrics: APD, revenue and passengers.
- Analyse profitability and opportunity and ensure that the distribution strategy is driving optimal return on investment.
- Work with commercial team to analyse the weekly stats/Commercial deal and provide insight/ trending and implement relevant actions.
- Effectively manage agreed Co-op / marketing budgets ensuring maximum return on investment across the account portfolio.
- Lead Commercial negotiations to enable long term profitable growth whilst being conscious of the competitive environment. Ensure Business Partner agreements in place in a timely fashion.

- Responsible for competitive intelligence gathering, providing regular updates to the organisation alongside appropriate recommendations.

CUSTOMER ENGAGEMENT AND COMMITMENT

- Develop relationships with key decision makers and influencers across the retail partners and key members
- Produce in conjunction with the Head of Sales EMEA IRs a contact strategy and wiring plan that drives focus on delivering shared accountability to the agreed plans
- Set clear SMART objectives for all meetings to ensure effective use of time
- Implement both product and automation training to ensure awareness of all products
- Work with the training team to implement annual training plans and ensure effective implementation
- Act as Ambassador for Royal Caribbean International at key trade and consumer events
- Prepare and host successful customer educational events / trips i.e. Seminars at Sea, Ship Launches, Ship Visits, Conferences etc as required with targeted sales performance post the event to ensure a return on the investment
- Implement successful consumer cruise events as required as part of a clear strategy and demonstrate a return on the investment of time and costs

FLAWLESS EXECUTION

- Influence the virtual cross functional team and ensure the right amount of time is dedicated to supporting the strategic partners with an execution plan.
- Work with Consumer Marketing Managers and Trade Marketing Managers to ensure that Royal Caribbean International are truly represented in all sales activity.
- Implementation, development and management of the sales strategy for new business opportunities within your groups.
- Use the sales management tools available, Power BI, automation tools to ensure effective and efficient communication and account management

SALES COMPETENCIES:

Profitable Account Planning

- **Understand and utilise customer, market and consumer insight:** Understands trends, dynamics and opportunities for growth
- **Develop and Implement Account Plans:** Manages the account planning process, differentiates promotions to maximise ROI and understands and interprets customer and company financial measures including a basic understanding of a P&L
- **Commercial Decision Making:** Effective management of Co-op and non-co-op budgets
- **Commercial Innovation:** Is creative in solving commercial challenges at an account level

Customer Engagement & Commitment

- **Sustainable Relationships:** Efficient and effective at managing own state and utilising a range of styles to build strong relationships with key account contacts
- **Joint Business Planning:** Works collaboratively with the customer to develop a joint annual plan with clear objectives and success criteria.
- **Creates Insight:** Can identify and action insight to benefit the business and the account.
- **Cross functional working:** Participates in cross functional projects in support of customer initiatives
- **Negotiation:** Can use a range of negotiating techniques to achieve agreement in straight forward negotiations

Flawless Execution

- **Setting Objectives and Managing Priorities:** Adapts time and priorities to the relevant short and long-term goals and can manage conflicting priorities through discussion and negotiation with others
- **Drive for Results** Seeks to improve performance and finds ways to increase efficiency, effectiveness and results.
- **Planning and Monitoring:** Uses readily available internal & external data for monitoring performance and adapting plans

BEHAVIOURAL TRAITS:

The role requires a strong commitment to the ethics of the Key Account team whereby the said individual is a team player.

In addition, the personal traits/competencies required are as follows:

Natural Communicator – able to articulate and deliver information in a clear, concise and compelling way

Self-starter – understands what needs to be accomplished and proceeds on one's own within the accountabilities of the role

Good Listener – actively demonstrates they are listening

Analytical – logically analyses facts, data and situations

Authoritative – Has a desire for decision making autonomy and the willingness to accept decision making responsibility

Planning – formulates ideas related to the steps of accomplishing an objective

Analyses Pitfalls – scrutinises potential difficulties related to a plan

Organised – can place & maintain order in an environment or situation

Selling – has an interest in convincing or influencing others to purchase a product or service

Influencing – can persuade others and take them with them on the journey

Team player – invites others to participate in or join an effort

Warmth/Empathy – expresses positive feelings and affinity towards others

Enthusiastic – eager & excited toward one's own goals

Resilient – not easily discouraged

Optimistic – looks ahead and believes the future will be positive

Pressure Tolerance – comfortable working under deadlines and busy schedules

QUALIFICATIONS & EXPERIENCE:

- Minimum 3 years' experience at sales management level
- Large matrix organisation experience helpful
- Educated to Degree level or equivalent
- Background in travel desirable
- Fluency in English and German
- Knowledge of key cruise distribution specialists in the market would be advantageous