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**JOB DESCRIPTION**

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##### POSITION TITLE: International Sales Manager China & Eastern Markets

##### BUSINESS UNIT: Southern Discoveries

**LOCATION: Queenstown**

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**Position Objectives**

The purpose of this position is to maintain and develop Southern Discoveries Chinese speaking and Eastern markets sales relationships and optimise sales activity.

**Position Mission**

To position Southern Discoveries as New Zealand’s premium tourism operators.

**Reporting Responsibility**

This position reports to the General Manager of Sales

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| **Key Duties**  | **Outcomes**  |
| **1.1 Health & Safety**  | * Under the Health and Safety at Work Act (HSWA) 2015, all staff must take responsibility for health and safety, and ensure wherever practicable and reasonable that they, or others, are not harmed by something they do, fail to do, or do incorrectly.
* Promptly report any accident, incident or near miss that occurs in the workplace using the appropriate procedure.
* Maintain a safe working environment by monitoring safety procedures and equipment.
* Ensure that staff are trained in Health & Safety matters, including effective use of equipment/chemicals in accordance with manufacturers’ instructions.
* Ensure that staff are trained in procedures in the event of emergencies such as fire, earthquake, in line with company policy and legislation
* Be proactive in ensuring all operating procedures are adhered to including identifying and acting upon any new hazards or risks.
* Suggest improvements and encourage staff participation in Health & Safety
* Lead (or co/lead with other managers) departmental Health & Safety meetings
* Assist passengers in case of emergency, and be observant of guests to ensure general safety
* Liaise with the Health & Safety Manager regarding issues that need to be addressed to ensure appropriate action is taken in a timely and quality fashion
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| **1.2 Sales & Marketing** **Manage the sales function:****Marketing function:** | * Undertake a regular call cycle of visits to wholesalers and inbound tour operators based in New Zealand, China, Chinese speaking markets and Eastern markets.
* Act as the client’s primary reference point within Southern Discoveries and undertake any support roles that are required.
* Utilise all communication methods with the specific markets needs such as managing WeChat.
* Ability to negotiate trading terms as determined by General Manager Sales.
* Establish and achieve agreed sales targets for the market and individual clients where appropriate.
* Sales results carefully monitored, compared to targets, and reported on.
* Liaise closely with operations staff and management about the delivery of products and services for customers from the market.
* Maintain close contact with reservations staff in regard to dealings with wholesalers and inbound tour operators from the market.
* Prepare and implement an annual sales plan outlining the sales call plan, marketing activity and sales forecasts for the position territory.
* Target new clients, and competitor clients, as well as maintaining existing client base.
* Manage WeChat, Little Red Book, Douyin and other marketing channels suited to the customer. Posts, paid ad creative design.
* Campaign planning and strategy implementation
* Managing and researching key opinion leaders
* Oversee and manage all customer comments with replying to all as per company guidelines.
* Seeking out any marketing opportunities within the market working with General Manager of Sales and General Manager of Marketing
* Content creation and development.
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| **1.3 Market Representation****Represent the company in the position territory:**  | * Undertake travel and representation as approved by the business sales plan and General Manager of Sales
* Identify trade and consumer show opportunities and represent the company at them.
* Programme annual call cycles and undertake visits to customers.
* Develop programmes, familiarisations and presentations that train and educate offshore staff and consumers about our region and company products.
* Networking to achieve sales from offshore suppliers, via inbound tour operators, and locally from tour managers and escorts.
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| **1.4 Collateral** | * Ensure brochure distribution is undertaken effectively in the market.
* In conjunction with General Manager of Marketing ensure adequate supply of relevant external marketing collateral, particularly foreign language material.
* In conjunction with the General Manager of Sales ensure all sales collateral, presentations and wholesale documents are presented in line with the company’s objectives.
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| **1.5 Research and Reporting****Ensure the territory is fully researched, understood, and reported on an ongoing basis:** | * Market opportunities and trends is fully understood and reported on a regular basis, and programmes implemented to explore them.
* Market travel trends are researched, understood, and monitored.
* Competitor activity in Fiordland and Queenstown is closely monitored where this impacts on overseas sales activity.
* Monthly reporting as required on all sales activity completed accurately and on time including results, demographics, credit control, market intelligence, promotions, and other sales initiatives.
* Submit detailed trip reports, with expenditure, upon completion of sales trips.
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| **1.6 Market Liaison** | * Maintain close contact with Tourism New Zealand staff working in the market.
* Develop and maintain close contact with airlines staff servicing the market.
* Develop and maintain close relationships with key industry partners for trade and domestic and offshore travel events.
* Liaise with promotion associations and industry groupings.
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| **1.7 Conference and Incentive Business** | * Actively seek opportunities in the designated market to develop conference and incentive business.
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| **1.8 Product Development** | * Provide input into product development process including opportunities and packaging initiatives.
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| **1.9 Credit Control** | * Assist with any credit control requirements including follow up of slow accounts, opening new accounts and assisting with control reconciliation.
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| **1.10 Communication** | * Administer market sales email databases so that they are clean, up to date and accurate.
* Distribute external company communications to grow distribution list and engagement and ensure market clients are kept up to date with company products and relevant company knowledge.
* Liaise closely with other members of the sales and marketing team.
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| **1.20 Other Sales** | * Participate and assist in development and implementation of Sales and Marketing Business Plan.
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| **1.21 Product Knowledge** | * Have excellent knowledge of all company products and excursions.
* Have excellent knowledge of all partner company products and excursions.
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| **1.22 Information Technology** | * Able to use company’s information technology systems effectively and efficiently.
* Ability to analyse revenue and yield by client and pull reports from company reservations and CRM systems.
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| **1.23 Other** | * Participate in sales and marketing meetings and contribute to management meetings when required.
* Any other duties that the company may reasonably ask to complete.
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Plus, any other tasks that the Employer may reasonably ask you to complete.

You acknowledge that your role may develop to include other tasks in addition to those listed above.

**Key relationships**

**Internal**

* CEO
* General Manager of Sales
* General Manager of Marketing
* Sales Managers
* Marketing Executives
* Operations Managers
* Reservations and Customer Services
* Accounts

**External**

* Clients allocated to the position territory
* Flight partners Ngai Tahu, Entrada, Milford Sound Lodge, and all other partners of Southern Discoveries
* Industry groups such as Tourism New Zealand, airlines, airports, and membership-based partnerships

**Authorities**

* No authority to represent the company, or partner companies in the media. Any media enquiries must be referred to the General Manager Marketing advised of the enquiry.

**Qualifications and Education**

* Relevant degree, diploma, or tertiary qualification preferred.

**Experience**

* Minimum three years’ experience in a tourism China sales role or Eastern markets.
* Demonstrated ability to actively sell, follow-up, communicate and monitor results.
* Knowledge of the Queenstown and Southern Lakes regions.

**Personal Attributes and Skills**

* Customer service focused and results oriented.
* Confident, proactive, motivated, and full of initiative.
* Excellent relationship building, negotiation and selling skills based on trust and integrity.
* Ability to operate independently and as a team.
* Receptive to new ideas and willing to embrace change.
* Ability to multi-task, prioritise and problem solve.
* Highly organised with excellent attention to detail.
* Excellent communication and presentation skills.
* Written and spoken Mandarin language
* Current drivers licence.
* Ability to work in New Zealand.

**I have read and understood this position description (please initial each page as acknowledgement)**

**Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Signed:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**