Effective for: FY 2017

JOB DESCRIPTION & ACCOUNTABILITIES

NAME:		**REPORTING TO:**	**Senior BDM**
POSITION TITLE:	**BDM USA Central**	**DIRECT REPORTS:**	**None**
DEPARTMENT:	**Industry Sales, North America**	**LOCATION:**	**Chicago**

POSITION PURPOSE: The position's primary purpose is to maximize sales of our product with the USA travel agents and to build and maintain relationships with agents & agency groups. This includes providing excellent training and customer service to enhance industry relationships and marketing of our product throughout the industry.

QUALIFICATIONS AND EXPERIENCE

- Qualifications and/or experience in sales or marketing ideally in a travel industry role
- Personal and/or professional travel experience in over 5 destinations that Intrepid operate
- Knowledge of the USA travel market
- Competent in use of Microsoft office products & internet
- USA passport or on-going working visa (without restrictions)
- Salesforce experience (preferred)
- Full Drivers License

OTHER SKILLS AND ATTRIBUTES

- An understanding of and belief in our Responsible Travel philosophy and Core Values
- Personal and/or professional travel experience in our destinations
- High standards of customer service and excellent communication skills
- Outstanding public speaking / presentation & training skills
- Ability to create and manage marketing strategies, promotions etc.
- Outstanding organisational skills
- Problem solving and decision making capacities
- Ability to work independently and in a team
- Ability to work under pressure and juggle multiple tasks
- Friendly, flexible and a sense of humour!

Annual Operational Accountabilities	Benchmark Measure
Growth in USA agent sales	• Gross $ sales per year (bookings) as per sales budget • Marketing expenses percentage as gross sales • Sales for new product & styles set growth targets for region by agency chain. • Create and implement specified marketing campaigns and regional promotions
Effective internal and external communication within the marketing dept and outside to the company	• Ensure monthly reporting is always completed accurately & on time
Maintaining & growing existing industry contracts & relationships	• Seeking business development opportunities with specific industry groups
Increase market penetration within Travel Industry	• Optimise effectiveness of marketing campaigns within the Travel Industry
Agent Communication	• Increase market penetration within Travel Industry by running training sessions nationally, including newies & novice training opportunities. • Manage all agent queries by responding to agent within 24 hours of receiving initial request. • Drive Intrepid awareness by ensuring the industry is informed of all activities via email broadcasts, flyers, postcards, effective brochure releases, training seminars etc.
Travel Expos & Travel shows	• Manage & participate in all travel expos & travel shows as requested by Manager. Arrange and implement our presence at travel expos & shows to promote Intrepid product • Report ROI results from the expos
Improve efficiency & effectiveness within USA wholesale distribution	• Work with head offices & PDM's, RSM's etc and via agent broadcasts to encourage the use of the online booking system as well as an online training manual.

Annual Performance Pay Goals OR Project Accountabilities	Measures & Targets
Grow the company	Revenue growth
Improve Profitability	% profit growth
Happy Customers	Agent feedback

OTHER REQUIREMENTS

- To be available to work very flexible days/hours to accommodate travel show/agency needs – this can be a combination of long days & nights, weekend work and flying interstate for periods of time