

Position Description **Regional Sales Director – North Europe**

Job Title:	Regional Sales Director
Reporting to:	Senior Vice President - Sales
Department:	Sales
Location (primary):	London

Job Purpose

As Regional Sales Director for Northern Europe, you will lead, motivate and expand our sales operations in this key market. You will have direct responsibility for achieving the company sales targets, contribution margin and for managing the cost budget of your designated teams. Key aims include maximizing revenue, sales, gross profit and market share in the region while also ensuring the onboarding of relevant new clients.

Key Responsibilities

- Development of sales strategy and yearly planning for the region.
- Development of yearly budget and forecasts for the region in collaboration with Finance.
- Supervise “Year on Year” and “vs Budget” performance of existing customers.
- Management of current customers and sourcing of new customers.
- Negotiation of commercial conditions with new and existing customers.
- Weekly Reporting on your region’s performance.
- Direct relationship with your region’s top customers.
- Attending relevant trade shows.
- Collaboration with Revenue Management, Commercial XML Optimisation, Product Management and Contracting teams to ensure the right product is available to customers.
- Collaboration with Marketing for development and execution of yearly marketing plan.
- Management of Regional Sales Team to balance Performance vs Churn.
- Collaborate with SVP and peers to develop sales strategy for Europe.
- Report on market trends and market development.
- Control, facilitate and monitor work from other areas of the business, tech houses or customers, which is required in order to meet department goals.

- Collaborate with Accounts Receivable to ensure timely payments.
- Build close relationships and maintain strong communication between Product, Purchasing and Sales departments.
- Availability to travel throughout the allocated region and attend international trade events as per business demand.
- To be an ambassador for the for the Company and promote our brand by representing the Company's goals, visions and values in all dealings with partners within the region.

Level of Management Responsibility

- Reports to: SVP WebBeds Europe.
- Key relationships: External clients, Sales team, Connectivity team, Pricing and Product team, Marketing team, Purchasing team, management colleagues in Strategy, Purchasing, Operations, Finance, IT and other WebBeds commercial regions.

Key Measures

- Achievement of sales, profit, and strategic growth targets.
- Operating expenses are within the agreed budgets.
- Timely production of budgets, forecasts and reports as required.
- Effective business management, including achievement and maintenance of required level of team engagement and planning development of key team members.
- Customer satisfaction delivered.
- Implement a measurable **yearly performance review** to bring out the best of your team's individual strengths and improve on their weaknesses.
- Successful internal and external relationship management

Required Experience and Knowledge.

Essential	
Qualifications & Knowledge	<ul style="list-style-type: none"> • Minimum 5 years Sales-Team management experience. • Fluent in English, any other languages are an advantage. • Knowledge and comprehensive previous experience of working within UK and Nordic travel industry, ideally in a B2B accommodation business, or Technology platform. • An established network in the travel sector in the assigned region • Analytical Mind. • Reporting experience.
Experience, Skills and Behavioural Requirements	<ul style="list-style-type: none"> • Experience and understanding of API/XML technical integrations. • Excel and office package knowledge. • Experienced negotiator to C-level. • People person • Availability and flexibility to travel.

Desirable	
Qualifications & Knowledge	<ul style="list-style-type: none"> • Analytical skills to track metrics and ensure delivering success and targets compliance.
Experience, Skills and Behavioural Requirements	<ul style="list-style-type: none"> • Strong communication skills. • Professional, credible, confident, and enthusiastic Self-motivated, organised, flexible, and able to work well under pressure. Willing to walk the extra mile. • Proactive and results driven, delivering on commitments, with an ability to develop creative solutions within the company goals and strategy. • Track record of meeting deadlines and working under pressure • Organized and able to balance the demands of several activities. • Ability to produce and analyse accurate reporting and management information • A work ethic that commits to the task until the goal is exceeded

About WebBeds

Launched in 2013, WebBeds is the world's fastest growing B2B travel intermediary, or 'bedbank', providing accommodation and ground product distribution services to the travel industry. We source content from travel suppliers, aggregate and merchandise that content in the WebBeds platform, then distribute it to our global network of travel trade clients, who sell to the travelling public.

Our clients – online travel agencies, retail travel agents, corporate travel managers, tour operators, wholesalers, tourism boards, super apps, DMC's, group providers, airlines and more – access the company's huge global inventory of more than 368,000 hotels (comprising 30,000+ direct contracts, 70+ integrated third-party providers and 60+ major hotel chains) through market-leading, trade-only booking websites or via simple and seamless API connectivity. In addition to hotel product, clients can also book over 5,500 transfer services in 1,200 destinations along with thousands of guided excursions and tickets for attractions.

Our supplier partners – global hotel chains, independent hotels, apartments, resorts, attractions, transfer and sightseeing companies and more – benefit from our global distribution network of over 44,000 travel companies in more than 145 source markets and are supported by a local dedicated point of contact focused on ensuring we deliver value, choice, expertise and an unrivalled level of service.

WebBeds operates global coverage through four geographic regions – Europe, Asia Pacific, MEA (Middle East and Africa) and Americas - with over 1,400 travel professionals working in 50 offices worldwide. WebBeds also operates specialist brands JacTravel DMC and Umrah Holidays International. JacTravel DMC provides tailor-made travel arrangements for offline FIT and groups traveling to the UK, Ireland and key mainland European destinations to the international travel trade. Umrah Holidays International is a genuine pioneer, providing online pilgrimage travel services to travel agencies worldwide.

Find out more about the WebBeds business at www.webbeds.com

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