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Job Description

Job Title:	Business Manager, Strategic Partnerships (P&O Cruises)
Department:	P&O Cruises Partnership Team
Reporting to (Job Title):	Director, Trade Sales (P&O Cruises)
No of Direct Reports:	1
Titles of Direct Reports:	Partnership Executive, Strategic Partnerships (P&O Cruises)
Size of Department:	n/a
Budget Responsibility:	Circa £0.3m Advertising & Promotion
Revenue Responsibility:	Circa £20m - £30m Depending on agent remit
Date of issue:	July 2019
Issued by (name):	Nathaniel Sherborne

Overall Purpose of Role

Office based role, accountable for all aspects of account management for a defined portfolio of travel agent partners, to develop revenue streams and maximize all business opportunities within those agencies. To define the business plans to ensure growth plans and success KPIs for P&O Cruises are met, whilst maintaining senior relationships within their portfolio of travel agent partners and taking direction from the Director of Trade Sales.

Leading the commercial approach in maintaining and growing strategic relationships, using own initiative when making decisions and in negotiations based upon defined strategies and guidelines.

Main Duties & Responsibilities

Strategic Leadership

- Responsible for the formulation of individual annual business plans for a defined portfolio of travel agent partners for P&O Cruises, to support the delivery of the wider strategic partnerships goals as defined by the Director of Trade Sales
- Presentation of travel agent partner business plans to P&O Cruises sales, marketing and commercial leadership
- Creation and implementation of annual co-operative marketing plans to support the delivery of commercial priorities throughout the year
- Ensuring initiatives outlined within business plan that have dependencies are agreed and documented with the appropriate team member

Account Management



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- Primary contact for all travel agent queries and escalations for individual account remit
- Official communication of commercial campaigns and priorities to key contacts
- Implementing contact strategy as defined by the Director of Trade Sales; including daily trading calls , weekly performance updates, monthly face to face business reviews and quarterly / annual strategic reviews (ensuring appropriate sales leadership attendance)
- Responsible for building relationships with senior management within travel agent partners; ensuring P&O Cruises are represented at the highest level to maximise brands share of voice within key partners

Sales Delivery

- Articulation of sales target as defined by Director of Trade Sales to travel agent partner portfolio
- To develop and monitor tactical sales plans to meet profit targets, and be responsible for the delivery of these plans
- Working in partnership with the training team, develop and implement a training plan for their partners to ensure frontline sales staff have the confidence to sell on the individual brands merits
- Responsible for developing and monitoring the trading environment to include competitor activity and providing regular updates to Director of Trade Sales
- Presentation of monthly account performance in sales and distribution review, referencing performance against agreed key performance indicators as outlined in agent scorecard

Marketing & Promotions

- Responsible for the formulation and delivery of a national marketing plan to include distribution, display and all support activity within direct reports and within the guidelines of the trading strategy
- Formulation and implementation of staff incentive programmes to drive frontline sales staff engagement

Commercial

- Negotiation of base commercial terms with travel agent partners, focused on building mutually beneficial business partnerships
- Formulation and delivery of commercial override incentives to drive focus and support on commercial priorities
- Ensure travel agent partners focus and goals supports company goals and commercial priorities
- Provide Director of Trade Sales with market intelligence on sales performance of their accounts (and wider market) for weekly trading meeting

Budget Management

- Formulate co-op marketing budget submission requests for respective agent partner portfolio to sales leadership team for approval, including detail of anticipated ROI and delivery against business objectives
- Responsible for the monthly budget reconciliation process of overseeing and finalising all accruals and forecasts for defined agencies ensuring spend is managed in accordance to defined guidelines
- Maximising agent remuneration schemes and sales team incentive opportunities
- Ensure travel and expenses (e.g. third party entertaining) are spent in line with budget provided by Director of Trade Sales

People & Culture Management



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- Day to day line management of the Partnership Executive, to include absence management, appraisals, recruitment and selection, disciplinarys whilst offering ongoing coaching, feedback, training, mentoring and support
- Support the formulation of a high performance sales culture within team to maximise the effectiveness of our people and resources; with a focus on accountability, autonomy, collaboration and team spirit
- Ensure that recognition is given for high performance across the team

Customer Responsibilities (Internal & External Customers)

- Establish close working relationships with all other functions to maximise profit and supply chain efficiencies and encourage a collaborative working environment between the Sales division and other functions of the business
- Work in partnership with other business areas to deliver business plan objectives
- Build effective relationships with senior management (directors and business owners) within key partners, acting as the point of escalation to the account manager
- Work with other Business Manager's in the team environment to deliver overall business requirements for P&O Cruises
- Ability to work as a cohesive unit with senior colleagues

HESS Responsibilities

- Lead by example by taking care of the health and safety of yourself and others
- Report all accidents, 'near miss' incidents and work related ill health conditions to your manager/supervisor/team leader
- Follow safety rules and procedures
- Use work equipment, personal protective equipment, substances, and safety devices correctly
- Take part in safety training & risk assessments and suggest ways of reducing risks
- Appoint shore side risk assessment Subject Matter Experts as required to review and approve ship risk assessments
- Actively promote safe working within your team and encourage safe behaviours
- Demonstrate safety leadership in accordance with our Elev8 safety behaviours

Other Responsibilities

- To deputise as necessary for the Director of Trade Sales
- Provide assistance to the Director of Trade Sales in maintaining policies and procedures across the whole sales division
- Carry out from time to time and as directed, any other duties as required in addition to the above that will be both reasonable and within your capabilities
- Ensure that at all times you take care of your health and safety and that of others by complying with health and safety obligations, particularly by reporting promptly any defects, risks or potential hazards

General Responsibilities

Adheres to Corporate Policies and Procedures, including Code of Conduct, Audit Procedures and any control related responsibility for financial data entered, stored, or reported via business systems within employees control (list not exhaustive).

To undertake ad hoc duties as required.



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Special Requirements (Equipment Used, External Contacts etc):

None

Other Features of Job (travel, hours of work, working conditions etc):

- Occasional out of hours calls with colleagues in other Opcos
 - Occasional travel within the domestic market which will require overnight stays from home.
 - A full, clean EU driving licence and Passport is required.
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Location: Southampton Offices

Person Specification

Job Title: Business Manager, Strategic Partnerships

Department: P&O Cruises Partnership Team

Education, Qualifications and Training

Essential:

- Degree educated or equivalent
- A proven track record of identifying and realising opportunities that delivered both incremental sales and distribution, whilst maintaining brand integrity.
- Experience of creating, developing and maintaining effective working relationships with key stakeholders

Desirable:

- Thorough knowledge of the culture and dynamics of the sector
- Strong existing trade relationships in the sector

Experience

Essential:

- Management and leadership skills
- Relevant professional qualifications

Desirable:

- Previous experience within the travel/cruise industry or a sales/customer service environment.
- Working in a commercial environment and driving change to enhance the bottom line

Work Based Competencies

Essential:

- Excellent oral, written and listening communication skills
- Microsoft Word, Powerpoint and Excel to advanced level



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- Able to plan strategically. Identifying commercial opportunities, and realising potential
- Able to provide visible, supportive leadership, and to foster a positive work environment through empowering, enabling, motivating and developing others
- Communicate effectively and influence outcomes
- Keep abreast of commercial issues and developments
- Effectively resolve problems
- Effectively manage costs
- Respond quickly to emergency situations, and make sound decisions under pressure

Behavioural Competencies

Leadership

- Acts as a role model, anticipates and plans effectively for change. Garneres loyalty, esteem and confidence of his/her line reports and colleagues
- Identifies and unlocks employee potential

Communication

- Adapts his/her communication to audience and fosters confident clear and effective communication with others
- Actively listens
- Displays accuracy and quality in his/her work
- Presentation dexterity

Conflict Management

- Encourages creative tension and differences of opinions. Anticipates and takes steps to prevent counter-productive confrontations
- Manages and resolves conflicts and disagreements in a constructive manner.

Creativity and Innovation

- Develops new insights into situations, questions conventional approaches encourages new ideas and innovation

Decisiveness

- Makes well-informed, effective, and timely decisions, even when information is limited or solutions produce unpleasant consequences.
- Perceives the impact and implications of his/her decisions.
- Acts based on his/her convictions and not systematically the accepted wisdom

Delegation

- Able to make full and best use of subordinates, providing appropriate support

External Awareness

- Understands and keeps up-to-date on local, national, and international policies and trends that affect the business and shape stakeholders views

Flexibility

- Modifies his/her approach to achieve an end goal or task. Is open to change and new information.
- Rapidly adapts/adjusts to new information, changing conditions, or unexpected obstacles, and maintains effectiveness



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Resilience & Tenacity

- Deals effectively with pressure.
- Remains optimistic and persistent even under adversity.
- Recovers quickly from setbacks
- Calm and even tempered

Influencing

- Able to convince others to own expressed point of view, gain agreement and acceptance of plans, activities or products. Is sensitive to the needs of others

Strategic Orientation

- Is driven to exceed the expectations of others with regards to his/her provision of quality solutions
- Prefers a methodical and analytical approach. Able to manage his/her time to maximise productivity

Team Work

- Contributes fully to the team effort with a “hands on”, practical and resourceful approach

Additional Information

Domestic travel

The position will require frequent travel within the domestic market which will require overnight stays from home. A full, clean EU driving licence and Passport is required
