

Job Advertisement & Job Description

Job Title:	Cruise Business Development Manager
Reports To:	Head of Retail Sales
Based:	Cambourne
Salary:	Competitive

Are you passionate about the cruise industry and developing innovative strategies to increase sales and market share?

Do you thrive in a fast-paced environment, are initiative-taking and determined to succeed?

Are you looking for a new challenge to expand your leadership skills and drive an exceptional customer experience? Join our dynamic and innovative Premier Travel leadership team where you can flex your broad cruising knowledge and leadership skills.

Feel part of an established family run company that cares about their staff - Over 50% of our staff have been with Premier for over 10 years, which says a lot about our company ethos and experience in selling holidays. Once you join us you will not want to leave!

What's in it for you?

We are a friendly bunch, we listen to our staff, treat everyone fairly, celebrate long service and loyalty, are flexible, fun and sociable to create the best environment we can for our employees to flourish. We offer:

- Hybrid Working – we recognise that work life balance is a high priority, our hybrid working allows you to split your time working from head office and home, which strikes a great balance. After initial training we offer our head office teams to work from home 2 days per week.
- 25 Days Holiday plus Bank Holidays
- Company laptop and mobile
- Enhanced Standard Life Pension
- Free on-site parking
- Regular social events: Premier Travel Awards Night, Summer party, Christmas party and quiz nights
- Great discounts on your own holidays (plus generous friends and family discounts)
- An invitation to join our Premier family and experiencing a supportive company culture that fosters teamwork and cross-department collaboration
- Being treated as a person, not a number! We value all of our employees and strive to create an inclusive and welcoming work environment
- Long service awards and events

About the role

This is an exciting opportunity to join one of East of England's leading independent travel companies!

The newly created role of Cruise Business Development Manager will lead the commercial relationship between Premier Travel and cruise line partners to drive mutual cruise revenue and profit growth.

This will be a key leadership role within the business and will involve managing the sales operations and administrative functions, ensuring exceptional customer service is provided and driving the team to achieve sales and revenue

growth. You will be responsible for all aspects of communication with our cruise line partners and will develop short-term and long-term strategies to ensure targets are achieved.

The main areas of responsibility for this role include:

- Develop and implement effective sales strategies to drive revenue growth, increased profits and achieve sales targets.
- Lead and motivate the sales team, providing guidance to maximise their potential and meet individual and team goals.
- Create, maintain, and cultivate strong relationships with new and existing cruise partners.
- Establish and maintain strong customer relationships, providing personalised service and ensuring any problems or concerns are addressed and dealt with efficiently and effectively.
- Oversee and manage administrative tasks ensuring accurate and timely processing of customer information, payments, and documentation.
- Prepare regular sales reports, analysing sales data, market trends, and competitor activities to identify opportunities for improvement.
- Continuously review and refine sales and administrative processes to enhance efficiency and customer satisfaction. Propose and implement innovative solutions to optimise workflows and increase productivity.
- Stay up to date with industry trends, new cruise offerings, and competitor activities.
- Assist the marketing team to develop effective cruise marketing campaigns.
- Work alongside all areas of the business to ensure plans are executed and delivered on time and in line with business priorities.
- Consider implementing new strategies to drive revenue and profit growth.
- Manage and control budgets.
- Attending cruise line partner events, meetings, conferences, visits.
- Identify new business opportunities.

What you'll need:

This role is a fantastic opportunity for a dynamic candidate with rising leadership skills and experience of managing cruise products.

Ideally you will have at least 2 years' experience in a similar role, however you must have a minimum of 3 years' experience within the travel industry

Our ideal candidate will possess the following experience and skills:

- Proven cruise industry and sales experience.
- Strong leadership and management skills with the ability to motivate and inspire.
- Excellent communication and personal skills to effectively interact with suppliers, customers and team members.
- Results-oriented mindset with a track record of achieving sales targets and improving revenue growth.
- Exceptional customer service skills, with a strong focus on providing a personalised experience.
- Ability to work as part of a team and to meet tight deadlines.
- Ideally an analytical mindset with the ability to analyse sales data, market trends, and customer feedback.
- Flexibility to work as required by business needs.
- Passionate about the cruise industry and a comprehensive understanding of cruise products and destinations.
- A creative and hands on individual

What are the hours for the role?

We are looking for someone who can work 5 days per week, Monday – Friday 9am – 5:30pm. We'll also need someone who is flexible to work very occasionally on weekends, for example for seasonal shows, and out of hours for networking events.

A bit about Premier

Premier Travel Group (made up of Premier Holidays and Premier Travel) is an independently owned, family-run travel company that has proudly been operating locally for over 85 years. Over half of the team of 220 (evenly split across the two companies) have been with the company for more than 10 years, which says a lot about our company ethos and vast experience in providing and selling holidays.

Premier Travel Limited is the East of England's leading independent, award-winning travel agency with 27 branches across the East and Southeast of England, twelve of which are in the Cambridgeshire area. Our Travel Consultants pride themselves on their excellent travel knowledge, high levels of customer service and the personal touch that keeps our many loyal customers coming back time and time again.

Premier Holidays is a highly regarded tour operator in the travel industry, offering Travel Agents and direct customers their expertise and knowledge in tailor-making dream holiday experiences from a wide range of holiday destinations ranging from the Channel Islands to the Far East, Sri Lanka, Middle East, Southern Africa, Indian Ocean, USA, Canada, Australia, and New Zealand. The head office and main inbound call centre is based just outside of Cambridge where all training and office visits take place.

Our goal is to deliver exceptional holidays that our teams are proud of. We care about our customers' holidays as though they were our own; we recognise it's our business but their dream.