

# Manager, Business

## Role Description:

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 Senior Business Manager and Director of Sales & E-commerce. 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.

|                        |   |                    |             |  |                |
|------------------------|---|--------------------|-------------|--|----------------|
| <b>RUI:</b>            | 2025  | <b>Grade:</b>      | CUK Level 7 | <b>Criminal Record check required:</b> | Not Applicable |
| <b>Directorate:</b>    | Sale, Marketing & Brand   | <b>Reports to:</b> |             | Senior Business Manager, Trade Sales   |                |
| <b>Function:</b>       | P&O Cruises   | <b>Team:</b>       |             | Guest Conversion                       |                |
| <b>Direct reports:</b> | <b>Job Titles &amp; Level</b> <ul style="list-style-type: none"><li>Executive, Strategic Partnerships (CUK10)</li></ul> |                    |             |  |                |

## Accountabilities

### 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 Senior Business Manager
- 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

- 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 Senior Business Manager; 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 Senior Business Manager 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 Senior Business Manager
- 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 Senior Business Manager 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 Senior Business Manager

### **Proven Behaviours:**

**Speaks up** - Speaks out about concerns, shares ideas and encourages team to do the same

**Respects & protects** - Builds relationships and inclusive teams. Safeguards the wellbeing and safety of others. Looks for more efficient and sustainable solutions that protect the environment

**Improves** - Promotes collaboration and compliance, drives for continuous improvement

**Communicates** - Talks openly about values and priorities and acts a role model for others

**Listens & Learns** - Is curious and learns from others opinions and feedback

**Empowers** - Coaches others and creates an environment where people do their best work

### **Health, Environment, Safety, Security (HESS) Responsibilities:**

- Lead by example by 'respecting and protecting' the health and safety of yourself and others
- Ensure your team and colleagues speak up report all accidents, 'near miss' incidents and work related ill health conditions
- Help your team follow HESS rules and procedures by promoting the HESS Golden Rules
- Attend HESS training & conduct risk assessments where required
- Demonstrate HESS leadership in accordance with our Heroes of Safe & Well programme

### **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 employee's control (list not exhaustive).
- Undertakes ad hoc duties as required.

### **Scope:**

- The team manage the relationships with our agent partners across the UK
- The role has direct revenue responsibilities
- The position requires frequent travel within the UK and intermittently internationally

### **Problem solving:**

- Negotiation of complex contracts

**Impact:**

- 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

**Leadership:**

- Day to day line management of the Partnership Executive, to include absence management, appraisals, recruitment and selection, disciplinaries 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

**Knowledge, Experience and Qualifications required:****Qualifications – essential:**

- n/a

**Knowledge/ Experience – essential:**

- 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
- Management and leadership skills

**Qualifications – desirable:**

- Degree educated or equivalent
- Relevant professional qualifications

**Knowledge/ Experience – desirable:**

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

**Issue Date:**

September 22

**Issued by:**

Paul Moran – Senior Business Manager, Trade Sales

**REWARD ONLY****Grade:** CUK Level 07**RUI:** 2025**Date Approved:** 22/09/2022**Initials:** CM