

Director of Leisure Travel

(03/2023)

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| Team: | Leisure Team |
| Reports to: | James Keller, VP of Business Development |
| Senior Leader: | Liz Mandarino, CEO |

1. Job Description

As a leader of World Vacations, a division of World Travel, Inc., you will lead the aggressive development and growth of the company's leisure travel and vacation sales. You will be responsible for implementing sales and marketing strategies and tactics with the objective of attracting new customers and booking travel for many repeat customers. You will own the division's success, which will be reflected in year-over-year increases in revenue through sales and travel supplier commission payments.

You will train and professionally develop a team of travel agents who are subject matter experts, some of which may be independent contractors. You will lead this team, so they achieve their individual goals and/or sales quotas.

Your success will be measured by your ability to achieve meaningful annual goals, and these goals will be tied to the division's overall growth strategy, which is a key component of the company's overall growth strategy. Your performance will be reviewed on a regular basis, and no less than four times a year, through a series of meaningful one-on-one conferences or "focus meetings" with James Keller.

2. Core Responsibilities

- Own and lead all division sales activities including participation in annual budget creation and management, researching, and fully developing market segment targets, development and execution of sales and marketing campaigns, and industry interaction. Work with consortia partner to maximize marketing efforts and benefits.
- Track and analyze data (key traditional travel sales metrics) to provide useful data to help guide decision making and allow the division to scale effectively and efficiently. Learn and leverage CRM tool to market and report on sales.
- Recruit, manage, and develop team of travel agents who are vacation/leisure travel subject matter experts
- Set monthly, quarterly, and annual sales goals for division and quotas for each travel agent
- Create sales reports and provide feedback to VP and CEO.
- Review customer activity, anticipate customer needs, and ensure overall customer satisfaction (which will be measured by number of repeat customers)
- Establish and maintain key industry relationships. Work closely with vendor contacts on training, updates and marketing opportunities. Maximize our consortia relationship to increase earning opportunities.
- Look for local marketing opportunities and promotions to grow and support our locations.

3. Minimum Qualifications

- 10+ years' experience in leisure travel sales
- 5+ years' experience leading a team or managing employees
- Prior experience as a leisure travel agent and current ability to book and manage travel reservations in Global Distribution System (GDS)
- Hold a relevant degree or equivalent practical experience in hospitality, tourism sales, travel agency operations, sales management in hotel industry, destination management organization or similar field
- Meaningful vacation/leisure travel sales experience with proof of ability to achieve goals
- Superior communication skills and ability to build and motivate a team
- Advanced analytical skills

4. Other Important Information

- This job description is intended to describe the general nature and level of work being performed by the person in this position. This is not intended to be a complete list of all duties, responsibilities, and/or skills required. Other responsibilities that may be assigned from time to time, to address organizational needs.
- World Travel, Inc. is an equal opportunity workplace. All qualified candidates will be considered.
- If you have a disability or any special needs that we might need to accommodate, please let us know.
- This job will be performed in a traditional office setting, in one of the company's offices or from home, in our sole discretion. People who hold this position should be prepared to sit for long periods of time, use multiple computer screens, and be able to view them for long periods of time. Lifting objects (boxes) may be required from time to time.

By signing in the area designated below, the undersigned approve and understand the content of this job description.

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| <u>Team Member</u> | Signature: |
| | Date: |