



Role Description

1. ROLE: Chief Commercial Officer – Sales, Europe
2. DEPARTMENT: WebBeds Europe Sales
3. LOCATION: London, UK or Palma de Mallorca, Spain

Summary of Role

- Overall responsibility for the continuous development and execution of the sales and strategy for the WebBeds business in Europe, including client acquisition, market segmentation and client commercial relationships. The role involves ensuring a dynamic sales culture to drive continuous strong growth across the European client base for all the WebBeds brand products (JacTravel, Sunhotels, Totalstay) and channels.
- Direct responsibility for achieving the company budgeted sales targets and cost budget of the designated teams. Collective responsibility with CEO and leadership for the overall P&L and achievement of budgeted sales and profit targets.
- Leadership of a team of over 60 staff.

Reporting and Key Relationships

- Reports to: WebBeds CEO Europe, subject to change according to business structure
- Key relationships: Sales team, Commercial/Marketing teams, Purchasing teams, management colleagues in Purchasing, Operations, Finance and IT, External Clients, management teams of other WebBeds regions.

Experience, Skills and Qualifications

- Minimum 10 years experience in a commercial travel industry role, ideally sales in a wholesaler or tour operator environment. At least 5 years at senior management level, preferably in an international business with large scale sales responsibility, in excess of EUR 300 million across a range of territories.
- Strong commercial orientation, with a proven ability to identify, develop and implement best-in-class sales & distribution strategies and partnerships, and build client relationships to maximise revenue growth and profit for the business.
- Leadership skills, with the ability to build and bring a multi-location team together, lead by example, motivate and enable them to succeed.
- Experience and ability to represent large scale businesses externally at the highest level.
- Excellent grasp of business financials, with experience in budget planning, management and forecasting
- Operational excellence with a strong customer service mentality.

WebBeds

- Highly developed decision-making, problem solving and interpersonal skills, with the ability to communicate and collaborate cross-functionally and across management levels effectively.
- Self-motivated, organised, flexible and able to work well under pressure.
- Proven ability to operate and succeed in a fast paced and changing environment.
- Excellent written and verbal communication skills
- Good IT skills, including MS Office proficiency.
- Fluency in English (written and spoken) required, additional major European languages an advantage.

Duties and Responsibilities

- Develop and implement departmental strategy with regard to structure, sales & strategy, sales achievement of production targets, new customer acquisition and existing customer opportunity pipelines, and positioning for future growth.
- Maintenance and development of key customer relationships.
- Leadership - managing, coaching and mentoring team, including organisational structure, performance management and continuous evaluation and evolution of sales approach.
- Budgeting and forecasting – preparing annual Sales and Opex budget for the department in conjunction with Finance team. Monthly management of costs, and monthly / quarterly forecasting of revenue and margin as required, including explanation of key drivers and variances.
- Participate in, and contribute to, WebBeds Europe leadership meetings on a regular basis.
- Ensuring client and departmental requirements are communicated to other departments (Purchasing, Commercial, Operations, IT and Finance) and agreeing on delivery.
- Travelling as required for external and internal meetings, representation at trade shows etc.
- Availability as an escalation point for clients and internal stakeholders for complex issue resolution as needed.
- Participation in other projects as required.

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 organisation management, including achievement and maintenance of required level of team engagement and planning development of key team members.
- Customer satisfaction delivered
- Successful internal and external relationship management.