

## UK Trade Manager

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Branch:	<i>Bristol/ hybrid/ remote</i>
Work location:	<i>Hybrid/ remote</i>
Reports to:	<i>Global Head of Marketing</i>

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### **Our Values**

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You will be working with a great team of employees all with a passion for the destinations, a belief in the brands and a strong sense of collective values and purpose. Our work culture is supportive, creative and dedicated and is at its best when we all try to lead by example; the more you put in, the more you and the team get out, and it will be important that you play your part.

### **Job Purpose**

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To develop long-term, profitable relationships with UK trade partners and build our reputation as an excellent partner to them and their customers. To meet branch-level acquisition and retention goals, you'll identify the right growth levers, develop plans to achieve them and then coordinate the right cross-functional internal and external resource/ activity.

### **The Role**

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As Trade Manager, you are our expert in the nuances and needs of the right sort of trade partners within the UK market. Balancing those needs with the business objectives, you'll create compelling plans that focus trade activity on the best opportunities for profitable growth for InsideJapan and InsideAsia – through both acquisition and retention.

Along with the Business Development Manager (BDM), you are the face and voice of our company with the trade. You'll bring energy, enthusiasm, and knowledge to engaging with trade partners – sharing your love of our destinations and communicating the ITG difference and value proposition.

You ensure our value proposition is “fit for market”, our sales team are “agent ready” and that the agent approach builds long-term relationships with high lifetime value.

Knowing our success is built on great personal relationships, you'll know how we can provide value at the right time, how to build a loyal community of fans and how to continue to grow our visibility in the industry.

You will coordinate the trade work of the BDM, marketing team and sales teams to ensure, at a branch level, we're focused on impact not output.

With a great ability to celebrate results and track progress, you'll set KPIs and keep the business informed with great reporting plus sharing insights and success stories.

### **Who you will be working with**

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You'll work with the Sales Leadership and Global Head of Marketing to translate targets and wider annual business goals into branch level priorities and trade strategy. Alongside the Global Head of Marketing, you will further refine these into plans, budgets and KPIs.

Collaborating with your peer Trade Managers in USA and Australia, you'll look for global coherence wherever it exists, identifying synergies between the plans for each branch to maximise the efficiency of work.

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You will line manage the Business Development Manager, together defining the BDM activity, events schedule, and BDM success measures for the year.

You'll work closely with the UK Branch Sales Manager and sales team to discuss and assess successes and adjustments for the trade or sales approach to trade.

The wider marketing team are your executional support for content, PR, project coordination and communications activity. As well as aligning priorities with your global peers in the Trade Team, you'll need to plan content and comms with the Project Executive, who "air traffic controls" marketing time and resource.

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### **Level of budgetary responsibility**

Collaborating with the Global Head of Marketing, you'll set the annual UK trade budget and then adapt the forecast as we progress through the year.

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### **What you will be doing**

#### **Commercial strategy and activity:**

- Translate branch targets and goals into effective trade strategy for the UK branch, combining global best practice with tactics that best suit the UK market to increase agent acquisition and repeat bookings.
- Set the annual budget according to planned activity, allocate spend and track the impact of activity and spend to ensure maximum return.
- Analyse trade lead and booking data to identify and nurture high performing agencies and advisors. Monitor KPIs and take action to address underperformance.
- Use market and industry knowledge to identify likely good match agencies, advisors and consortiums/brands. Work together with the BDM to acquire and nurture these selected new partners.

#### **Account management/ account-based marketing:**

- Oversee the onboarding process of welcoming new trade partners, working with the BDM and Sales Team to speed the journey from new agent to loyal repeat booker.
- Identify marketing opportunities with agency consortiums/groups to promote our two brands and brief the ITG marketing team to design and deliver the resources you need.
- Design and maintain training programme for trade partners. Liaise with Product and Marketing to create engaging content, and work with the BDM to deliver training effectively.
- Identify and deliver programmes that bring increased loyalty to the brand from our best agents, including agent fam trips to our destinations.
- Manage key trade partner accounts. Negotiate with agency consortiums/groups regarding commission, overrides and sales agreements.

#### **Industry visibility:**

- Collaborate with Global PR and Partnerships Manager to ensure a strong and positive presence in key trade media publications, on and offline.
- Be the face of the company to the travel trade at a national level, and at a management level with consortium head offices.

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### **Leadership:**

- Lead and motivate the BDM, ensuring strong performance through clear goals, measures, coaching and skills development.
- Collaborate with Sales Management to our sales team are trained and equipped for smooth and efficient handling of trade leads and bookings, with high service levels.
- Ensure a flow of clear and timely communication about trade business, within local market, and between relevant functions of the business at a global level.
- Share your knowledge of and changes in the industry with the wider team, such as travel trends, rival operators, travel agency consortiums etc.

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### **Outputs & Deliverables**

- Trade strategy for local market
- Activity plan and associated budget
- KPI's for trade and BDM
- Monthly and quarterly reports
- Market insight, agent feedback and intelligence
- Training materials and content for trade partners (webinars, presentations, video, blogs)
- Training materials for the sales team

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### **Measurable Outcomes/KPIs**

- Volume of trade leads
- Volume of trade bookings
- Key commercial KPIs – gross profit, margin, conversion rates
- Volume of repeat trade business
- Agent satisfaction

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### **What you will need**

Ultimately, you are a travel industry addict with deep experience of the UK travel market. You know all the players, you've been to the events, you're in the chat groups. You know what independent agents/ partners need and how to grow and nurture great business relationships. You also know how to build our profile in the industry and make sure we're in the right places.

You've also got great commercial acumen, able to take business goals and translate them into your approach for growing business through the trade – whether that's defining the BDM activity, negotiating with consortia, directing the marketing team or working with sales.

You can build a trade team, scaling it as our business grows. You can spot talent, hire and develop great people and invest in their development for their personal and overarching business success.

You are a charismatic networker and strong presenter, passionate and knowledgeable about our kind of product (experience of our destinations is a bonus but not a must). You know that internal communications are important too, and champion our trade approach with stakeholders throughout the business.

A born collaborator, you'll have strong experience in working with and through other teams.

You also have great customer service skills, committed to finding win-win outcomes.

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## What we are looking for from you

- Outcome focused, results orientated and commercial.
- A strong ability to prioritise and keep the team focused.
- Optimistic and positive with a can-do attitude.
- Great leadership and motivation skills.
- Tactful and diplomatic, you'll be calm under pressure.
- Self-motivated and well organised

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## Pay and Conditions

Candidates will need to have the unrestricted right to work permanently in the relevant branch country. For this position, we are unfortunately unable to sponsor visas. It is expected that the majority of your initial induction and onboarding will take place in the office. We are happy to consider applications for hybrid, or remote working in line with our flexible working policy, subject to demonstrating task competency.

### UK

<b>Base Salary</b>	Depending on experience
<b>Hours</b>	37.5 hours per week
<b>Holiday</b>	25 days annual leave, rising by one day each year to a maximum of 28 days, plus statutory holidays, plus an extra day's leave for your birthday
<b>Health</b>	Employee Assistance Program; Enhanced parental leave
<b>Pension</b>	3% employer pension contribution
<b>Bonus</b>	Performance linked bonus scheme
<b>Benefits</b>	Hybrid working • Volunteering leave • Regular staff socials • Discounted travel for staff, family and friends • Discounts via Perkbox • Designated learning and development time

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## About Inside Travel Group

Inside Travel Group Ltd is a growing travel company whose head office is in Bristol, with other sales branches located in Broomfield, Colorado and Brisbane, Australia, and an operations branch based in Nagoya, Japan. The company consists of specialist travel brands, InsideJapan Tours which was established in 2000, and InsideAsia Tours, established in 2012 and specialising in travel to South-East Asia. The multi-award-winning company offers unique group tours, tailored travel, and cultural experiences that few get the chance to discover. Our team have had years of experience living, working and travelling in destination countries, and we offer unrivalled advice and support, whatever the customer budget or personal interests. Our holidays grant people the chance to experience both the popular and little-known aspects of local culture, giving customers an insight into the diverse character of the country they are visiting.

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## Our Culture

You'll be part of a fun, friendly team of employees, all of whom share a passion for our destinations, a belief in our brands and a strong collective sense of values and purpose. Our work culture is supportive, creative and dedicated, and it's at its best when we all try to lead by example; the more you put in, the more you and the team get out, and it'll be important that you play your part.