Job description - Travel Sales and Marketing Consultant

The role

Taking a consultative and proactive approach to sales, you act as our customers' personal advisor and assistant, helping them at every step from initial interest to purchase and beyond. Your grasp of environmental and conservation issues provides the reassurance they need to trust our brand. Meanwhile, your knowledge of our partner conservation projects gives them the detailed information they need to book the trip of their lifetime.

- To support customers and increase sales, you build relationships across a variety of channels, including one-to-one phone conversations, email, Skype and social media.
- To generate group sales, you deliver informative presentations and discussions with school and college students, along with their educators.
- You speak directly to customers and help steer them towards the most appropriate travel experiences for their needs and goals.
- Through after-sales care, you set the tone for their expedition and add value by responding to their questions quickly and professionally.
- Day to day, you dovetail with your sales and marketing co-workers, the Sales and Marketing Manager and the wider African Conservation Experience team. By sharing information and ideas, you help the whole business achieve its objectives for growth and conservation impact.

Responsibilities

Client happiness and sales

- Respond to enquiries quickly and energetically using both using email and phone.
- Apply the correct sales process to gain the highest lead-conversion rate and ensure a smooth and supported customer experience.
- Work as a team to track all enquiries efficiently and leave all customers feeling supported, engaged and fully prepared.
- Build rapport and maintain client relationships over multiple conversations.

- Monitor and report on sales activities and trends, providing relevant information to team members.
- Continuously build your knowledge and keep up to date with news about our partner projects so you are equipped to explain and describe the experience to potential customers.

Marketing

- Work with the sales and marketing team to identify possible lacks in our offering and generate new ideas that promote our trips throughout the year.
- Deliver sales presentations, ensuring the content is consistent with other marketing communications and personalised to the nature of the audience.
- Respond to community engagement on our social media channels.
- Produce content for the African Conservation Experience website and social media channels, as discussed with the Sales and Marketing Manager.
- Organise and attend talks and marketing events, as discussed with the Sales and Marketing Manager.
- Handle pre-event paperwork and organise the logistics of talks involving school or college groups, as discussed with the Sales and Marketing Manager.

Managing bookings and traveller admin

- Process customer payments (including deposits, balances and insurance) via our Content Management System (CMS) and payment platform.
- Book flights and arrange insurance using our approved providers.
- Process booking forms and chase required information from travellers and enter it onto our CMS.
- Prepare itineraries and quotes (including flights, insurance and payment methods) for travellers in an accurate and timely manner.
- Organise bespoke departure packs for travellers prior to their trips.
- Ensure relevant projects have all the required information about the travellers.

KPIs

KPIs are an important part of understanding how this role will develop and be connected to our overall business objectives. They will be set and agreed upon on an annual basis through a meeting with the General Manager.

Your personality

You’re both a ‘thinker’ and a ‘doer’. On the one hand, you enjoy finding out new things about the world around you and feel passionate about important environmental issues. But at the same time, you’re full of energy and have the people skills required to be a first-rate salesperson.

You're ambitious in your career and enjoy the challenge of improving sales performance year on year. But when all is said and done, you're happiest when deep in conversation with someone who shares your love of knowledge and, like you, wants to make a difference to the world.

Working as a team comes as second nature and you're not afraid to put forward ideas or challenge the status quo. You don't expect everything to be perfect straight away. But little by little, with some smart thinking and elbow grease, perfection is what you're always striving for.

Your background

You have at least three years of experience in a customer-facing sales position, preferably in the travel industry. From this experience, you are able to show a proven track record for exceeding your sales targets and an obvious passion for the role.

You prefer a consultative sales approach rather than transactional selling and have the skills to back this up, with the ability to quickly build rapport with customers and understand what they want.

You have a genuine love and enthusiasm for international travel and feel passionately about environmental issues, with some level of interest in wildlife conservation.

You have experience engaging customers through sales events as well as one-to-one conversations.

You're comfortable organising and managing your own time in a self-reliant manner without the need to be micromanaged. At the same time, you understand the importance of working methodically and strategically towards the shared goal of an organisation.

You have experience working in an office environment and are proficient on either Mac or PC platforms. You have working knowledge of social media channels. It would be a bonus if you are familiar with Google apps and website CMS.

You have a university degree or equivalent.

You have a valid driving licence.