

## SCHEDULE TWO

<b>Job Title</b>	Group Sales and Reservations Executive
<b>Employer details</b>	The Alpine Group Ltd
<b>Place of Work</b>	Predominantly based at The Alpine Groups Wanaka office. As required at other locations as required
<b>Reports to</b>	GM Sales and Marketing

### **Business of the Employer:**

The Alpine Group operates a diverse business portfolio with interests in Aviation, Pastoral Farming, Tourism, Heliski and Primary Exports.

The business supports common sense and practical thinking as well as freedom for staff to be themselves and communicate any issues or ideas to improve the workplace, and the level of products and services offered.

The business endeavours to provide advancement opportunities where appropriate and will always look to provide staff with a safe and dynamic working environment.

### **Position Overview:**

This role represents the critical first point of contact for guests and agents considering The Alpine Groups products

The position focuses on building brand and product awareness and generating sales.

This role will also support reservations

Attention to detail in all aspects of communication, with an emphasis on customer satisfaction and experience is critical for the success of this role

### **Sales & Marketing:**

Responsibilities:

- Work closely with your manager to develop and execute a sales and marketing strategy
- Meeting with local agents to promote the brand and product offering
- Developing strong relationships with agents and partners
- Ensuring marketing collateral is stocked and displayed well
- Ensure the right influencers have experienced TAG's products and know how to sell these – ensure TAG is front of mind for them
- Managing and developing leads to generate sales
- Travel out of the region to build relationships and networks as agreed with your manager
- Managing agent and direct client requests and expectations in a timely manner
- Generating bespoke itineraries and packages for clients
- Assisting and communicating with clients where travel is affected by unplanned situations e.g. weather
- Contributing to The Alpine Groups revenue targets e.g. Minaret Station Alpine Lodge occupancy and revenue targets
- Meet and greet guests and pick up/drop off guests where required
- Help pilots with safety briefings for clients prior to travel where required
- Any associated administration required with the role

## **Reporting:**

Responsibilities:

- Weekly reporting to your manager on metrics and initiatives as agreed with your manager in conjunction with the sales and marketing strategy

## **This will also require:**

- Management of the Minaret Station Alpine Lodge property management system (PMS) and reservations calendar
- Working in liaison with the Tourism, Heliski and Aviation Operations teams to ensure we are able to deliver premium products that exceed our clients' expectations
- Developing and maintaining strong agent and partner relationships
- In liaison with the Marketing Executive, maintain our customer database

## **What we need:**

Someone who takes pride in making a sale and just as importantly, in knowing their customer is happy. They need to be able to manage a variety of tasks – from sales presentation and telephone sales, to updating web site content. They are experienced in sales techniques and their attention to detail is exemplary.

Flexibility of hours/days of work is required in the tourism industry. During peak periods there may be a requirement to work a Tuesday to Saturday roster. This will be discussed with you and adequate notice will be given to you in this occurrence.

## **Health & Safety:**

The employee acknowledges that they are trained in, and understand The Alpine Group Limited Safety Management Plan and will, where necessary, assist and/or implement all emergency procedures and protocols.

## **Working with:**

Operations Manager – Tourism, Guest Services Host, Chefs and Guest Services team members, Sales & Marketing Team, Divisional Management & Staff, Guides and Pilots.

### ***Please note:***

The nature of this organisation and its various interests requires employee flexibility and dynamism.

This job description is not intended to be all inclusive. Employees may perform other related duties as negotiated to meet the demands of the organisation.

## Person Specification

### Previous Experience:

- Minimum 1 year of tourism sales and/or marketing experience – ideally with a relevant workplace, tertiary or graduate level qualification
- Microsoft Office skills

### Skills/Attributes:

- Customer service oriented
- Attention to detail
- Effective and persuasive sales skills
- Project management skills
- Administrative skills
- Ability to present and educate around products and benefits
- Ability to adapt to changes in requirements/circumstance and apply themselves to a wide range of tasks (which could fall outside the immediate job description)