



POSITION DESCRIPTION

Position title:	Trade Sales Manager – Permanent
Brand/Department:	HAGGIS Adventures & Highland Explorer Tours
Reports to:	Marketing Manager and Managing Director
Adjacent relationships:	Marketing & Sales Assistant, Marketing & Sales Executive, Business Support Executive, General Manager, Product Manager, Operations Support
Location:	Canning Street, Edinburgh. Hybrid working available
Work pattern:	Monday – Friday, 40 hours. Early starts, evening and weekend work may be required.

POSITION PURPOSE

You will work to develop new 'independent agent' trade partners in North America and Europe as well as managing relationships with existing partners. Driving KPIs and reporting progress on a monthly basis.

Attend key trade shows such as WTM, and Visit Scotland's Connect trade events. Meeting existing partners and researching potential new ones

Support in the development of relationships with local sales agents in Edinburgh, Inverness, and Glasgow and work with the retail team in Edinburgh to support these agents.

Grow Radical's private groups business, by managing private group requests and seeking out potential new business.

OTAs and Bokun based agents will be managed by others within Radical however you will be given an understanding of these accounts so relationships can be formed at key face to face events whilst not being involved in the daily management of these channels.

KEY RESULT AREAS & ACTIVITIES PERFORMED

- Help to manage and maintain positive partnerships to ensure growth and efficiency of the company's agent and private groups business.
- Attend trade events where necessary.
- Support relationships with local sales agents.
- Assist in problem solving any booking issues in conjunction with the reservation teams.
- Provide updated dates and rates in a timely manner.
- Keep your product and brand knowledge up to date whilst having in-depth knowledge of the local area as well as key tour destinations and highlights.
- Lead with exceptional customer service and have a real passion for people and travel.
- Be a brand ambassador, consistently exhibiting the brand attitude and values.
- Assist with setup on booking system profiles - agents, commission, promocodes.

- Working in the Sales & Reservations team as and when required.
- Manage and action the agent and groups email inboxes.
- Supporting the Marketing Manager and other colleagues in the wider team.

EDUCATION

- Educated to a degree level

REQUIRED SKILLS, EXPERIENCE & PERSONAL TRAITS

- A positive, “can-do” attitude.
- Sales experience within the tourism sector.
- A passion for delivering exceptional customer service.
- A flexible and energetic team player who is always ready to go the extra mile.
- Customer service experience and focus.
- Excellent interpersonal skills, verbal, and written communication.
- Good organisational skills with the ability to multi-task.
- High attention to detail.
- Excellent telephone manner.
- Fundamental Microsoft Word and Excel skills.
- Planning and self-management.
- Ability to maintain effective working relationships.

USEFUL ADDITIONAL EXPERIENCE

- CRM platforms
- Experience in / or an understanding of the tourism industry would be desirable but not essential.
- Personal travel experience.
- Second language.

This position requires a highly motivated and committed individual who is results-driven and thrives in a dynamic and challenging environment. You will be a team player with a can-do attitude.