

KiwiRail | Position Description

CHANNEL MANAGER

KiwiRail Scenic Journeys

Scenic Journeys is now an integral link in New Zealand's tourism infrastructure. KiwiRail's Scenic Journeys specialises in tourism focused passenger experiences on the Northern Explorer, Coastal Pacific and Tranz Alpine.

Scenic Journeys is dedicated to achieving consistently high standards throughout all areas of the business. We pride ourselves on offering an experience, beyond being a mode of transport. We provide all our customers with efficient, friendly and comprehensive services and are motivated to see the rail travel experience being a 'must-do' activity for domestic and international travellers alike.

KiwiRail Scenic Journeys' Purpose

To provide a world class experience by rail and to be the natural choice for international visitors and New Zealanders.

Role Purpose:

The Channel Manager is responsible for management of the retail online, domestic trade, wholesale and groups sales channels and will have the direct responsibility for the delivery of the relevant retail, wholesale and groups revenue targets for Scenic Journeys.

The role will be accountable for managing and developing the relationships with key international wholesale, IBO partners and domestic trade relationships. The role will be required to work with relevant areas of the business to oversee the promotion, sales, and overall image associated with Scenic branded products and/or services. The role will work closely with the Scenic Sales & Marketing Manager, Revenue Analyst & Operations Manager in the establishment and implementation of the Retail, Charter & Group pricing and operational schedule.

Responsibilities will include driving sales and revenue targets for the business by establishing, developing and maintaining key customer relationships with our key retail, groups business and international and domestic commercial partners. They will work closely with our customers to protect and maximise revenue, whilst exploring new business opportunities that ensure revenue growth. The role is responsible for developing the relationships with key international wholesale and IBO partners. The role will work closely with the Interislander Sales & Marketing Managers on new business opportunities where there is commercial benefit to KiwiRail to incorporate both Scenic Journeys & Interislander

A strong focus of this role will be to develop the rail charter business (including cruise charters), Corporate Incentives & Convention travel for Scenic Journeys.

Key Relationships:

Responsible to: Scenic Sales and Marketing Manager

Responsible for: Nil

Internal Relationships: Call Centre Consultants, Sales Support Coordinator, Groups Consultant, Wholesale Consultant, Interislander Sales & Marketing staff and office based staff.

External Relationships: Retail, Cruise & Incentive partners, Local inbound operators, international wholesalers, RTO and IBO partners.

Dimensions:

Revenue Budget: \$16m plus

Number of Direct Reports: (TBC)

Location: TBC. Travel is a key component of this role.

Key Responsibilities and Accountabilities

Revenue and Pricing	Result & Measurements
<ul style="list-style-type: none"> Support the Scenic Sales and Marketing Manager to develop and implement the annual Sales Plan with clear strategies, actions and KPI's for growth of sales channels. Agree and be responsible for the delivery of International and Domestic Trade revenue targets as set by the Scenic Sales and Marketing Manager. In conjunction with the Scenic Sales and Marketing Manager, manage pricing across Domestic and international wholesale fare regimes Negotiate sales targets with key Retail partners, International Wholesalers and monitor performance of retailers with respect to revenue and market share. Work in conjunction with the Interislander Sales Manager where there is commercial benefit to incorporate both Scenic Journeys & Interislander in sales targets. Negotiate commercial arrangements that optimise revenue for Scenic Journeys and provide a tangible benefit for the customer. Work in conjunction with the Interislander Sales Manager where there is commercial benefit to incorporate both Scenic Journeys & Interislander in sales targets. Maximise yield through negotiation, tailored solutions and account management excellence. 	<p>Produced within timeframe.</p> <p>Achieve wholesale revenue targets and meet KPIs as set by Scenic Sales and Marketing Manager.</p> <p>Pricing reviewed and adjusted regularly</p> <p>Retail sales targets are met</p> <p>Mutually beneficial industry relationships established and maintained</p> <p>Ensure yield and revenue are maximized through attainment of channel revenue targets and measure via external customer research.</p> <p>Ensure consistency with pricing and terms and conditions for Scenic Services product.</p>

<ul style="list-style-type: none"> Update all current and ad hoc bespoke pricing arrangements and new wholesale & retail agreements to ensure consistency in pricing and terms and conditions for Scenic Services. Identify sales opportunities with new customers, new products and/or new markets. Work in conjunction with the Interislander Sales Manager where there is commercial benefit to incorporate both Scenic Journeys & Interislander. 	<p>New sales opportunities Scenic Services and follow a consistent process to ensure the foundations of a business relationship.</p>
Sales and Operational Performance	Result & Measurements
<ul style="list-style-type: none"> Manage and develop relationships within the Domestic Market including retail, Incentive & Convention, group tour specialists, Associations & bus companies for Scenic Manage international & domestic activity and ensure rail products meet the needs of the domestic & international markets. Work with marketing to develop Scenic Journeys brand position and our differentiation & competitive edge. Attend trade shows, events and meetings. Negotiate customer solutions to fit the complex and varied business models within the travel trade. Action operational issues with regard to retail & wholesale bookings. Investigate, resolve and respond to queries from Domestic & wholesalers partners. Negotiate display of the Scenic Journeys brands and products in targeted global publications and websites. Participate in or take on projects or other duties in support of the Sales Manager as required 	<p>Ensure Scenic Services product and brand exposure is maximized in all global markets.</p> <p>Aware of international markets, identifying areas to invest based on market activity, consumer needs and spending habits.</p> <p>New sales opportunities Scenic Services follow a consistent process to ensure the foundations of a business relationship.</p> <p>Ensure no accounts' business migrates to competitor through building solid business relationships and high level of responsiveness.</p>
Leadership	Result & Measurements
<ul style="list-style-type: none"> Provide leadership to Wholesale Consultants in order to promote a culture which promotes; innovation, initiative, ownership of problems, personnel accountability and engagement. Manage performance in a way that provides staff with a clear understanding of their objectives and the performance and behaviour's expected of them. Ensure Performance Development Plans are in place for all staff. Mutually agree on targeted KPIs. Develop staff by providing appropriate and targeted training and development opportunities as required. 	<p>Active leadership role responsible for Wholesale Consultants</p> <p>All staff informed of expectations</p> <p>Poor performance is addressed quickly. Any formal process complies with relevant policies and processes.</p> <p>Performance Development Plans are in place at the start of reviewing year. Complete quarterly and annual review of staff against the plan.</p> <p>Full compliance with all relevant legislation, contract and KiwiRail HR Policies, Process and Procedures.</p>

<ul style="list-style-type: none"> • Ensure that there is compliance with all Employment Legislation, Employment Contracts and the KiwiRail Human Resources Policies, Procedure and Guidelines. 	
Records Management	Result & Measurements
<ul style="list-style-type: none"> • Ensure you are aware of the policy and procedures around the creating, maintaining and destruction of records. • Maintain recordkeeping responsibilities for your area. • Ensure no records are altered, transferred or destroyed before the disposal date or without authorisation. • All records are to be kept in the relevant filing system, including emails. 	
Zero Harm	
<ul style="list-style-type: none"> • Walks the talk as a safety leader. • Understands and supports the health and safety policies and processes within the business. • Maintains compliance with all HSE legislation, regulations, code of practice, safe operating procedures and training best practice. • Understands own responsibilities as outlined in the HSE toolkit 	<p>Behaviours and attitudes reflect a Zero Harm focus</p> <p>Health and safety practices are all followed</p>

Person Specification

Area	Essential	Desirable
Education	<ul style="list-style-type: none"> • Sound practical and theoretical knowledge in area of specialisation • Tourism qualification 	<ul style="list-style-type: none"> • Post graduate tourism degree
Experience and Knowledge	<ul style="list-style-type: none"> • Sales experience at a senior level. • Reservations management. • Experience leading a team of sales staff. • Prior contract and pricing negotiation experience. 	<ul style="list-style-type: none"> • Relevant tourism industry experience. • Experience in international tourism and passenger markets.

Competencies	
Customer Focused	Meets customer's needs; by building productive relationships, looking for improvements in service and understanding how to create and maintain customer loyalty
Visionary Leadership	Understands customer and market requirements, establishes future directions for the organisation as well as setting high performance expectations.
Negotiation	Reaches outcomes that gain support from all parties involved by effectively exploring the different alternatives and outcomes.
Decisions made upon Fact	Makes sound and timely judgments / decisions that are based on facts, data or expert opinion
Business Acumen	Knows the wholesale sales business and the competition, and is knowledgeable about possible policies, practices, trends, technology and information affecting the wholesale business
Open and Collaborative Approach	Builds effective relationships with both internal and external people to the organisation