

POSITION DESCRIPTION



Part A - Role Specification

Role Title:	Senior Manager Travel Sales & Operations	Date last reviewed:	March 2025
Business Unit:	Travel and Distribution	Department:	Travel
Classification:	Salaried		
Role Reports to (role title):	General Manager Travel and Distribution		
Direct Reports (role titles):	<ul style="list-style-type: none"> Regional Manager Travel Sales Travel Training Manager 		

Unique Value Add (*Succinct statement of why the role exists; the purpose*)

Lead and position RAA as a market leader in domestic and international travel, including travel insurance, to capitalise on strategic growth opportunities. Provide strong leadership in designing and executing a high-impact travel sales strategy that delivers a compelling and differentiated offering for customers and members, driving engagement and market expansion. Oversee and inspire the sales and operations teams to achieve key performance targets, including quotes, conversions, sales, and profitability, while fostering a high-performance and customer-centric culture.

Health and Safety Accountabilities

- Takes personal responsibility for their own safety and that of others and ensures their work environment and practices are safe.
- Perform their duties in accordance with the RAA Work Health and Safety and Injury Management Roles and Responsibilities Procedure specific to the defined level of work.

Key Result Areas (*Outcomes of the role and the desired behaviours to be exhibited in the role*)

KRA	Accountabilities (3 - 5 key accountabilities per KRA) <i>EG. Conduct analysis of the "Grade of Service" targets and provide monthly reports.</i>
------------	--

2. Leadership	<ul style="list-style-type: none"> • Provide a clear direction, purpose and context for your team's work, setting clear targets with agreed deliverables and timeframes for each team member. • Regularly assess performance of, and provide feedback to, direct reports through monthly (at minimum) one on one discussions and adherence to the P4P development plan and cycle. • Foster collaborative working relationships within Travel and across the RAA Group, leading the team to collaborate with full commitment to the business and each other to meet the business goals. • Build and maintain strong working relationships with all key stakeholders, especially Product, Marketing, Finance and Information Services. • Drive a positive safety culture by valuing safety and demonstrating safety leadership. • Review departmental performance against the WHS performance indicators with your GM & HSR each quarter.
Sales and Support Strategy	<ul style="list-style-type: none"> – Establish, lead, and maintain effective operating models for online and offline sales, service and digital support. – Set, monitor and manage performance metrics in line with member experience expectations and key organisational targets. – Identify and lead the team to implement and drive commercial opportunities to support sales, service, and retention across the department's portfolio. – Utilise consumer and market insights to inform the travel sales strategy to achieve the defined targets and create sustainable competitive advantage. • Develop the sales strategy to transform the travel business and continue to evolve it to achieve market leadership.
Training and Development	<ul style="list-style-type: none"> • Lead the Travel Training function to ensure Travel Consultants have the necessary skills, system proficiency, and in-depth product and destination knowledge to drive sales success.

Business Performance and Analytics	<ul style="list-style-type: none"> • Develop, monitor, and evaluate productivity targets for the department, aligned with key organisational metrics, targets and frameworks. • Ensure operational expenses are within budget. • Analyse the insights required to provide the team with an intimate knowledge of consumer needs and behaviour to improve the service offering and identify emerging needs. • Seek regular feedback from Marketing and Travel Product business units to keep in touch with the customer experience and gather consumer insights to improve the service offering and presentation of results and strategies to key stakeholders. • Strengthen travel performance recording analysis and reporting capability to ensure there is an understanding of the performance of the business including sales, income and profitability by channel, product, and target market/customer segment to drive profitable growth. • Oversee the operational reporting required for the travel business.
Customer and Member Service and Events	<ul style="list-style-type: none"> • Provide internal and external customers with exceptional experiences and establish feedback loops and reporting to identify and implement improvement opportunities. • Support stakeholders and projects across the RAA group with subject matter expertise. • Develop and maintain positive, collaborative, and professional relationships with internal and external stakeholders and service suppliers. • Ensure Quality Assurance monitoring and action to achieve MSAT targets. • Maintain regular contact with and seek feedback from all RAA business planning, project, and improvement representatives.
Planning, Budget & Management	<ul style="list-style-type: none"> • Lead the planning and development of business plans, targets and budgets to deliver on the RAA Strategic Plan that are agreed to by the General Manager. • Maintain a sound understanding of legislative and compliance matters and ensure all work systems meet these requirements. • Monitor legislative changes impacting the Business Unit and ensure plans are developed to meet any new requirements with clarity on the business impact.

Financial (*Authorities to spend money*)

- L4 Financial Delegations - refer RAA Delegations Guide.

Technology/System/Process (*Authorities to access and use IT systems, undertake certain processes*)

- Microsoft Office Suite
- Global Distribution Systems (Desired)

Part B - Person Specification

Qualifications (*Indicate whether mandatory or desired*)

- Degree qualifications in Marketing, business or related field (Mandatory)
- Post-graduate studies in Commerce, Business Management or Marketing (Desired)

Skills and Abilities (*Individuals capabilities, include level of proficiency*)

- Strong ability to coach and lead a team, providing clear vision and direction in accordance with strategic priorities. Ability to hold others and self accountable to drive key business outcomes. Excellent interpersonal, oral and written communication skills, with an ability to build and sustain networks and establish positive working relationships with all management and staff.
- Excellent ability to drive outcomes through positively influencing others.
- Ability to exercise initiative and judgment and use conflict resolution skills to negotiate outcomes as required.
- Ability to effectively plan and manage own workload, set priorities and objectives and deliver on defined timeframes despite conflicting demands.
- Ability to proactively lead complex change (including cultural change)
- Strong contract/supplier management ability
- Highly motivated, professional and self-disciplined, with the ability to operate under limited general direction and supervision.
- Project management skills
- Commercial acumen and analytical skills

Knowledge (*Factual or procedural information needed to perform in the role*)

- In-depth knowledge of travel product, suppliers and industry
- Understanding of travel product marketing
- Understanding of digital communication and e-commerce
- Knowledge of (or ability to quickly acquire knowledge of) relevant legislation, as well as policies and procedures of RAA Group is essential.

Experience (*The minimum amount of experience required to perform in the role*)

- Demonstrated experience at a senior level, leading large disperse workgroups, driving high performance, with proven results
- Significant experience in developing and presenting sales strategies and business plans to drive growth
- Experience in stakeholder management and delivering a high standard of customer service is essential.

Additional Requirements

- Perform other duties as requested by General Manager where generally consistent with this position and within current level of competence.
- From time-to-time willingness to work flexible hours required to achieve necessary outcomes

- Some travel required.

<i>Reviewed by</i>	Name: Giselle Stannard Role Title: HR Business Partner	Date: March 2025
<i>Approved by</i>	Name: Gina Norman Role Title: General Manager Travel and Distribution	Date: March 2025