



## **VISIT JERSEY**

### **Interim Travel Partnership Manager (Maternity Cover)**

Join Visit Jersey, a leading business in the hospitality/tourism sector, as their Interim Travel Partnership Manager and become an integral part of an exciting organisation and tourism team.

We are seeking a highly motivated and experienced individual to develop strategic travel partnerships with OTAs, DMCs, tour operators and other tourism partners, to raise awareness of the destination of Jersey and increase distribution to support the growth of visitors and enhance Jersey's visitor economy.

Developing UK, Ireland and core European markets, your role will be to identify partners to extend our brand reach to reshape perceptions and increase awareness, so that as a destination, we appeal to a new generation seeking fresh and exciting adventures.

#### **Position Accountabilities**

In this position you will be responsible for:

- Identifying new strategic partnerships and campaign opportunities to drive additional visitor volume, on island spend and year-round travel to the island.
- Manage and develop existing relationships to grow sales, maximise revenue opportunities, and raise awareness of the destination.
- Support the delivery of Visit Jersey's business plan, objectives and goals to increase overnight visits and extend length of stay.
- Develop and execute B2B and B2C sales initiatives to meet on-island demands and reach our 'best prospect audience' in UK, France, Germany and emerging markets.
- Develop and deliver destination training tools and presentations to drive travel industry engagement and future sales.
- Be an ambassador for Visit Jersey and represent the destination at key industry events.
- Champion the brand to achieve stand out in a competitive market.

- Have an agile and creative approach to optimise opportunities across the travel landscape.
- Monitor and measure the success of partnership campaigns and initiatives, against the annual business plan.

## **Skill Requirements**

- Strong commercial acumen, with the ability to analyse market potential and interpret sales performance data.
- Strategically and commercially astute, with a proven record of business development and partnership management skills.
- Strong communication skills: Excellent writing and presentation skills are a prerequisite as you will frequently have to write copy for sales initiatives and present to travel partners and sales agents.
- Excellent relationship skills to maximise opportunities with travel industry partnerships, key stakeholders and third parties.
- Proven ability to identify new business opportunities taking them from conception through to delivery.
- Project management skills: You will manage a budget, meet deadlines for campaign activity monitor and measure success of travel partner -sales campaigns.
- You will need to be resourceful leader capable of managing partnership output effectively and pro-actively, finding solutions to problems where required.
- Strong numerical skills to -analyse campaign metrics to improve future development opportunities.
- Comfortable use of Word, Excel, PowerPoint would be preferable.
- A first-degree qualification, or Diploma or a minimum of 5 years sales and travel tourism experience is desirable.
- Good IT skills.
- Ability to prioritise and plan effectively.
- This role will require flexibility to travel.
- The applicant must hold a driver's license.

If you're ready to make an impact in one of Europe's most captivating destinations and contribute to the sustainable growth of its tourism industry, we want to hear from you!

**Applicants must apply in writing with a cover letter and CV to [recruitment@visitjersey.ie](mailto:recruitment@visitjersey.ie)**