

Job Title	Destination Trading Executive	Grade	
Job Number		Department	Commercial – Travel Republic
Reports To	Head of Commercial	JD date	April 2021

Job Purpose

Our Destination Trading Executives play a critical role in shaping and implementing product and commercial strategies, working closely with the Destination Trading Managers and multiple teams across the business to ensure we are delivering in line with Travel Republic’s goals and objectives.

You’ll be providing insight and analysis of trading performance, ensuring we have a competitive price position and be responsible for merchandising our market-leading offers and promotions to various customer segments through a number of different marketing channels.

We work with large amounts of commercial data, so you’ll need the skill and confidence to turn this into actionable insight.

Accountabilities:
Execute

- Play a key role in supporting destination trading by analysing trading performance and implementing destination strategies for a set of core European beach destinations
- Monitor daily trading data for your destinations to identify trends, risks and opportunities for growth
- Review and provide insight on demand trends both onsite and within the wider market using internal and external data sources
- Monitor performance of our core hotels to ensure we are maximising sales and margin opportunities
- Complete regular price comparisons against our key competitors to understand our competitive positioning in the market
- Work with our Direct and Third-Party supply teams to ensure we have the best price point and offers in the market for our core hotels
- Implement regular price changes using our bespoke pricing and promotion system
- Be responsible for identifying the best deals and merchandising them on our website and through other key marketing and PR channels, reporting back on performance
- Work closely with Performance Marketing team to provide insight on demand and destination performance, price points and offers to help inform spend allocation
- Provide communication, support and training for our Sales Team
- Identify any barriers to sale and friction points throughout the customer journey, including merchandising of landing pages, hotel content and rates; and work with relevant stakeholders to get them resolved in a timely manner

Qualifications/ skills/ experience / knowledge

- Previous knowledge and experience of working in the travel industry, ideally in a destination focussed role including pricing and/or product development
- Short haul beach destination knowledge and experience
- High level of numeracy and strong analytical skills
- Ability to work with MI/BI tools to extract relevant information and create insight from data
- Excellent organisational skills with ability to manage significant workloads, working at a fast pace and with changing priorities

Critical Competencies

- Customer centric mindset
- Inquisitive nature
- Results driven
- Time management and prioritisation
- Making recommendations based on data
- Attention to detail
- Good communication skills
- Problem-solving

Organisation Structure & Career Path

Reports to Head of Commercial
Supports Destination Trading Managers
Potential for progression to Destination Trading Manager role in future

Financial Information