



Key Account Manager (M/F, 100%)

Location: MSC Kreuzfahrten AG
Reports to: Commercial and Operations Director – Switzerland office

Department: Sales

Job Purpose

Manage and develop an accounts portfolio of strategically important and large travel agencies/tour-operators to deliver assigned own sales targets. Participate in the definition and planning of Switzerland office’s overall sales strategy, focusing on business-to-business activities consistently with budgeted revenue expectations.

Key Responsibilities

1. Manage and grow sales of own travel agency/tour-operator key accounts portfolio to deliver assigned own sales targets;

Main tasks:

- Maintain and nurture relationship with existing portfolio of key accounts including regular face-to-face meetings;
- Represent the interests of accounts while simultaneously acting as spokesperson in explaining, enforcing and defending the pricing, sales strategy and distribution approach (commission and incentive) for MSC Cruises;
- Ensure regular and constant contact with accounts to review and steer sales trends and overall performance. Present and convince accounts to advertise, communicate and sell MSC Cruises’ latest sales offer especially promotions;
- Plan individual travelers’ sales actions and group tours business while ensuring optimal investment support from accounts in terms of advertising or pre- and/or post cruises arrangements (such as flights, hotels, etc.);
- Manage co-marketing requests from accounts. Track return on investment of related allocated subsidies;
- Monitor and report on competitors’ actions;
- Attend and represent the Company at trade fairs and other accounts- or industry- related events. Perform product presentations.

2. Participate in the definition and planning of Switzerland office’s sales strategy, focusing mainly on business-to-business activities to achieve Switzerland Office’s revenue budgeted expectations;

Main tasks:

- Define and execute co-marketing plans. Review performance of activities and ensure adequate control is in place;
- Co-lead the price definition of and proposals compilation for group tours business including negotiations with headquarters. Track, steer and report on performance of group tours business on regular and constant basis;
- Participate in the definition of agent-specific promotional actions.

Job Requirements (Skills, Competencies & Experience):

- Minimum 3 years of sales related experience preferably within the travel/tourism industry;
- Strong preference for individuals with previous experience in accounts management;
- Self-confident and results-driven attitude, strong at building relationship, demonstrated robust negotiation skills;
- Fluent in German and English, knowledge of Swiss German and French is a strong plus;
- Excellent command of MS Office Suite; especially Excel and PowerPoint.

Please send your full application documents to the following email address jobs-basel@msscruises.ch. We can only consider applications which meet the profile and job requirements above.
