



Head of Key Accounts DACH

About Royal Caribbean Cruises Ltd.

Royal Caribbean Cruises Ltd. (NYSE / OSE: RCL) is an international cruise company operating the four global cruise brands Royal Caribbean International, Celebrity Cruises, Azamara and Silversea Cruises. In addition, Royal Caribbean Cruises Ltd. is with 50% stake in TUI Cruises and a 49% stake in Pullmantur Cruceros. A total of 61 ships will be operated together, 15 more are already commissioned. Worldwide, numerous destinations on all seven continents are controlled. More information at www.rclcorporate.com.

Position Summary:

This position will report to Head of Sales DACH.

The main objective of the Head of Key Accounts is to achieve its targets of volume of sales for our brands, within the German Key Accounts channel namely Multiple Networks, Consortia and Online.

With a team of 3 Key Account Managers to manage accounts across Germany, the team will be tasked with step changing our company's visibility in major accounts as well as being brands ambassadors. This team's actions will form an important piece of every major account's annual plan as they educate key players on how best to promote and sell our brands as we target both new to cruise and new to brand Customers.

To develop a fully integrated strategic sales and marketing annual field plan and implement targeted activity to deliver the Sales strategies be that specific to account.

Responsible for delivering maximum return on investment across all accounts and drive cost efficiencies throughout the Key Account Manager team.

Responsible for ensuring that the Key Account Managers implement the designed account plan that will drive APD and volume improvements

Responsible for moving the dial on the levels of training engagement

Responsible for effective management of co-op budget for the accounts and monitoring and reporting on the ROI.

As The Head of Key Accounts, this role forms an important part of the Sales Leadership team and hence is expected to support with the execution of the distribution strategy and ensuring the correct investment decisions are made.

Accountability for securing new channels of distribution that will drive APD improvement for the company.



Essential Duties and Responsibilities:

- Provide leadership, motivation and guidance to the team in order to guarantee the achievement of the targets of the Key Account channel in the territory
- Provide leadership, motivation and personal development to the team of 3, including an on-going programme of mentoring and skill development, the setting of objectives and regular appraisal
- Implementation, development and management of the sales strategy that includes account management and acquisition strategies for new business opportunities within the accounts
- Ensuring we have robust annual sales and marketing plans in place for all key strategic and destination partners.
- Ensuring our key partners are using the best booking tools and interfaces, in order all our products and promotions, for both individuals and groups, are easy to book in the point of sales and trade partners websites
- Work hand in glove with the Sales team, to ensure seamless communication across the broader team ensuring uniformity with guidelines and working practices.
- Ensure that quarterly reviews are held with all assigned accounts to drive performance through effective plans and shared accountability
- Commercial negotiations and terms to enable long term profitable growth and total commission optimization whilst being conscious of the competitive environment. Ensure Business Partner agreements in place in a timely fashion.
- Work hand in glove with the Regional Account Managers to ensure 100% alignment to the priorities of our Key accounts
- Work closely with the trade marketing and sales Admin team in Barcelona to ensure that the product communication to trade partners is relevant and targeted and not 'one size fits all'
- Responsible for analysing the weekly stats for the relevant distribution channel and analysing the stats by account and providing insight to the sales team as to trends and implementing action plans with accounts accordingly
- Ensure the sales organisation has the right tools to enable Sales to sell more efficiently and effectively.
- Work with the Training team to ensure we continue to develop our award winning training programme and continue to provide the trade with the best face to face and online training.
- Make the most of the ship visits to showcase our products to the market
- Measure the ROI of Marketing funds (field territory funds) and ensure limited investment is spent wisely.
- Spend 60% of time out on the road, in all German territory, with relevant sales team listening to key account and retail partner feedback and securing shared accountability for our plans - make recommendations on process enhancements and account growth opportunities
- Provide input into AOP Annual Operating Plan for relevant channel, Quarterly Reviews etc.
- Act as Ambassador for RCCL at key trade events

- Work with the consumer marketing managers to ensure that all brands are truly represented in all sales activities conducted regionally.
- Embrace Salesforce as the operating platform for the management of the KAM population.

QUALIFICATIONS:

- Proven success in managing and motivating a sales team
- Proven success in the development of key account management and acquisition strategy
- Experience of working in an international matrix organization is preferable
- A high level of English is required for the role

WE OFFER:

Work in our German team, which is managed by the European Headquarters. We offer standard services with 28 days of holidays. You will look after the customers from your home office and in personal contact directly on site. All technology such as laptop, I-pad, printer etc. are provided by the company. In addition, the position includes a company car, which is also available for private use.

It is the company's policy to employ qualified candidates without discrimination or harassment on an equal footing basis and without discrimination or discrimination based on race, color, religion, gender, age, national origin, disability, sexual orientation, sexuality, gender identity or expression, marital status or other legally protected characteristics to promote. RCL and its affiliates do not prohibit or tolerate discrimination or harassment.

Please send your documents in English and German language:
Clara Xargayo de Haro - claraxargayo@rccl.com