

## **CHARTER SALES MANAGER. BANGKOK, THAILAND**

### **Job Summary:**

Charter Sales Manager is responsible for managing and driving the charter sales activities of the company by assuming key Responsibilities and executing strategic initiatives to achieve revenue targets and enhance customer satisfaction.

### **Key Responsibilities**

1. Comply with Thai Smartlynx policies, guidelines, manuals, and instructions.
2. Implement the charter sales strategy devised by the airline's leadership, ensuring its alignment with overall business objectives.
3. Execute tactical plans to maximize revenue generation from charter flights.
4. Proactively identify and pursue new business opportunities for charter sales by targeting corporate clients, travel agencies, government organizations, and other potential charter customers.
5. Build and maintain strong relationships to secure long-term business partnerships.
6. Cultivate enduring relationships with existing charter customers, understanding their needs, and providing exceptional customer service throughout the charter sales process.
7. Address customer inquiries, resolve issues, and ensure high levels of satisfaction.
8. Determine optimal pricing strategies for charter flights based on market dynamics, competitive analysis, and revenue goals.
9. Conduct negotiations with charter clients to secure contracts with favorable terms, pricing, and conditions.
10. Track and analyze charter sales performance, monitor market trends, and adjust sales strategies as needed.
11. Utilize sales data and key performance indicators to evaluate progress towards revenue targets and identify areas for improvement.
12. Collaborate closely with various internal Directorates, including operations, scheduling, finance, and marketing, to ensure seamless execution of charter flights. Coordinate with these teams to address operational requirements, scheduling conflicts, and financial considerations.
13. Conduct thorough market analysis, monitoring industry trends, competitor activities, and customer

preferences. Stay informed about market dynamics to identify emerging opportunities and adapt sales strategies accordingly.

14. Prepare compelling charter flight proposals, including comprehensive information on flight schedules, pricing, and value-added services.

15. Customize proposals to meet client requirements and differentiate the airline's offerings from competitors.

16. Ensure compliance with all contractual obligations and regulatory requirements for charter flights. Collaborate with legal and finance Directorates to manage contracts, address contractual disputes, and maintain accurate documentation.

17. Provide leadership, guidance, and support to the charter sales team, fostering a positive and high-performing work environment.

18. Set sales targets, monitor team performance, and facilitate ongoing training and professional development.

19. Prepare regular reports on charter sales performance, revenue forecasts, market share analysis, and other key metrics. Contribute to the development of sales forecasts and budgets to support strategic decision-making.

20. Stay abreast of industry developments, attend industry events, and actively participate in relevant forums and associations. Build networks and relationships to enhance the airline's visibility and reputation in the charter market.

21. Ensure compliance with all applicable regulations and safety standards in charter operations. Collaborate with the airline's safety and regulatory teams to implement and uphold policies and procedures that prioritize passenger safety and security.

22. Monitor and manage budgetary aspects related to charter sales activities, including revenue and cost optimization. Collaborate with the finance Directorate to track financial performance, assess profitability, and contribute to financial planning and analysis.

23. Identify opportunities for process optimization, operational efficiency, and customer experience enhancements within the charter sales function. Initiate and implement improvement initiatives to drive productivity and effectiveness.

### **Qualifications:**

- **Education:** Minimum bachelor's degree in business administration, marketing, aviation management, or a related field is generally required.
- **Experience:** Minimum of 5 years of progressive experience in sales, business development, or a related field within the airline.
- **Skills:**
  - Familiarity with industry regulations and compliance requirements.
  - Experience in conducting audits, inspections, and ensuring compliance with safety and security regulations.
  - Effective communication and collaboration skills for working with carriers, suppliers, and other stakeholders.
  - Problem-solving ability to address operational challenges and optimize routes.
  - Proficiency in English