



Role Title: Virtual Travel Expert (VTE) - Manager

Department: Your COOP Travel

About the role:

Your COOP Travel is a member led organisation obsessed with providing global travel experiences around the globe, delivering excellent customer service, and putting sustainability at the heart of everything we do.

As the leader of our growing team of our virtual travel experts, you will be inspiring and engaging customers and members to book their dream holiday by creating travel and destination specific content across a range of digital channels.

In doing so you will be delivering unrivalled customer care and service that encourages our customers to return time and time again.

What you'll be doing

Lead & content generation

Work with marketing and commercial teams to align teams on:

- Creating enticing and exciting offers to engage existing and new customers driving sales leads into multiple social media channels.
- Update online content to harmonise merchandising with key areas of partner or destination focus and social activity within product & sales.
- Proactively responding to all comments and private messages, to convert leads into enquiries and bookings.
- Reactively respond to web generated calls, e-mails and chat fulfilling enquiries in line with agreed customer service levels.
- Generate user generated content on social channels by encouraging our customers to post photos of their trips booked by you.

Growing a start-up

- A|B testing lead and customer acquisition e.g. paid media, social, sales pages, blog posts and content. Apply learnings in continual cycles of optimisation.
- Seek every opportunity to expand audiences
- Adopt data led, simple and low-cost methodologies.
- Make data driven decisions to support the growth of Virtual Travel Experts

Trading

- Play a key role in the trading success of the business by:
 - Providing insights key drivers of performance to optimise sales
 - Work with marketing and retail teams to exploit market opportunities.
 - Track and manage call and appointment hunt groups to ensure optimum levels of conversions and sales.

Team Management

- Forward planning of resource requirements (systems & personnel) to deliver online generated leads through the virtual store and to bricks and mortar branches.
- Motivate, mentor and train team members toward achieving agreed key performance indicators, including but not limited to:
 - Customer satisfaction
 - Leads to enquiry to booking conversion rates
 - Membership participation
 - Conversion rates
 - Average selling price
 - Customer and lead acquisition
 - Productivity
- Communicate areas of commercial focus in line with group wide trading priorities.

Sales & Customer Relationship Management

- Achieve and look to surpass sales targets lead, custom and sales targets
- Ensure the optimisation of every sales lead and opportunity across all active channels
- Create sales forecasts and analyse performance data to constantly optimise commercial operations.
- Ensure customer success and service in all aspects of the virtual travel store.
- Work with marketing teams to ensure a consistent delivery of brand standards and experience.
- Contribute to the development of and test new sales and engagement techniques.
- Influence average selling prices by formulating upsell and cross sell plans.

About You

- Significant experience in managing and leading a team, pro-actively driving a high performing sales team using both existing marketing collateral and crafting and creating own media activity
- An excellent communicator with an exemplary telephone manner.
- Positive outlook with a growth mindset.

- Obsessed about delivering excellent customer service time after time.
- Excellent communication and interpersonal skills
- Computer literate and comfortable using social media.
- Tenacious and determined to deliver results and achieve sales profit and customer targets.
- Competent in administration and customer services
- An interest in travel or travelling or already well travelled looking to continue to explore the world!
- Creative and Innovative mind and ability to market themselves and the Your Co-op Travel brand
- Effective time management and ability to prioritise effectively.
- Can confidently handle difficult situations with a sensitive and professional manner

Scope

Reports to: Chief Operating Officer, Travel

Direct reports: c6

Manages budgets: No

Contacts (internal/external): Customers, Marketing team, Retail team, Commercial team, COOP Holidays, Learning & Development, Senior Management Team