



The Learning Adventure - Job Description Global Sales Manager - UK

The Learning Adventure is a leading educational tour provider for school and university students, operating educational trips across the globe. The company focuses on offering bespoke itineraries that deliver prescribed learning outcomes and unique, engaging activities to inspire the next generation of global citizens.

The Learning Adventure is part of Transforma Travel Group, a leading youth travel company. Transforma's family of brands create culturally enriching, off-the-beaten-track, and educational adventures for travellers and students alike. Across all our brands, our mission is the same: to expand minds through transformative travel experiences.

The Role:

We're seeking someone who is primarily highly experienced and knowledgeable in the field of educational travel sales, who is either in a managerial role or who is ambitious, performing exceptionally in a senior level sales role and ready to take the next step up. A person who is driven, confident, personable and a great communicator with the ability to train and lead. Able to work closely with the Head of Commercial to improve processes, develop and execute ambitious growth strategies. They will need to adapt to new systems, overcome challenges faced during rapid expansion and be passionate about the positive impact travel can have on young people.

Responsibilities:

- **Oversee a growing team:** This role will involve leading, motivating and developing our international sales team through sales and service strategies, training and conversion rates. (Current team size is 9 and will grow)
- **Analytics:** Drive the sales team using KPIs to ensure effective lead management, goals are met and that our commercial decisions are data-driven.
- **Maximise profits:** Ensure the team are confident in effective price setting, are selling our value, maximising upselling opportunities, and exceeding our margin goals.
- **Marketing & brand:** Promoting the Learning Adventure brand and working closely with our marketing team, to provide input with fresh ideas to ensure sales are being supported.
- **International expansion:** We currently have sales people in the UK, China, UAE, Vietnam, and Australia - our goal is to be fully global, and the post holder will support this ambition.



- **Client Journey:** Ensure the client is at the heart of everything we do, that every stage of our client journey is clear, excellently executed and all touchpoints with clients are upheld, to continue our growth through repeat and new client business.
- **Operations:** Working closely with our regional operations and client service teams to ensure our processes are efficient and introducing new ones where needed.
- **Business development:** Looking at ways to enhance our market position and develop new partnerships with flight partners, tourism boards and school chains.
- **Selling:** Whilst a lot of the role will be people and sales management - there will be opportunities to actively work directly with key clients.
- **Events:** Managing our portfolio of events and attending these from time to time with the sales team.

Competencies:

- **Managerial excellence:** Demonstrate leadership and managerial responsibilities.
- **Strategic ability:** Will work alongside the Head of Commercial and other managers to make bold but smart strategic decisions, which achieve our growth objectives and are aligned with our values and mission.
- **Communication ability:** Must be able to work with and inspire the sales teams. Needs to be able to communicate company messaging to key clients and stakeholders effectively.
- **Operational ability:** Effectively drive and uphold processes, execute on plans, in an organised and efficient way, in-line with company timelines and schedules.
- **Sales acumen:** Deliver tangible results and drive growth across all countries.
- **Industry knowledge:** Passion about educational travel and working with schools is paramount.

Experience:

- At least 7 years' experience working in educational travel.
- Previous managerial experience, preferably international management experience and managing remotely.
- Proven track record of strong sales experience and a high level of customer service feedback.
- Ideally a knowledge of Asia and Europe
- A passion for travel!



If you don't exactly meet the experience criteria but your competencies align with the description, then we still want to hear from you

What you get from us:

- **Responsibility:** Freedom to execute on your ideas, plan your own schedule, and build the change you want to see in the organization.
- **Support:** We'll invest time in you to allow you to succeed. It is important to us that our team members develop professionally during their time with us.
- **Opportunity:** We are a rapidly growing company in our space and work hard to recruit internally. We expect to move from a medium- to large-sized entity within 5 years.
- **Fun, growing team:** Our global offices are growing - be part of the action and grow alongside us.

Terms:

- You will be reporting to the Head of Commercial
- Competitive salary, dependent on experience. Between £42-£48k + team sales related bonus.

To apply for the role, please email a CV and cover letter to lucy.west@transformatravelgroup.com

We look forward to receiving your application!

Transforma Travel Group is an equal opportunity employer and welcome and celebrate diversity and uniqueness in all forms.