

Job Title:	Commercial Manager	Team:	Business Intelligence
Reports to:	Deputy Managing Director	Reporting in:	N/A

About Explore

Explore has been creating award-winning adventures for over 37 years and are the experts when it comes to unique small group travel. We are passionate about the world, its landscapes and people and have developed over 600 itineraries to more than 130 countries with a wide range of special activities and experiences which give our customers unforgettable memories – or as we say “Once in a lifetime, every day”. As well as our classic trips which allow our travellers to get to know the real country and see beyond the tourist façade, we also offer walking and cycling holidays, and have Polar, Self-guided and Tailormade brands. Our customer repeat rate is over 60% and a remarkable independently-verified 98% customer recommendation level.

One Team One Vision

Every member of the Explore team agrees to actively contribute to the company’s success. Explore has a flexible and open working culture and expects all staff to be flexible in their own approach. This means being willing to help out with any task, role or project at any time, as required.

It is equally important that all team members have a positive, pro-active and customer-focussed attitude, and are happy to work in an ever-changing business environment.

Role Summary and Job Purpose:

The Commercial Manager role is a key senior manager position focusing primarily on driving profitability and helping the business to deliver on strategy.

Key Responsibilities:

- Constantly strive for profit improvement (Gross margin and gross profit) driven by an action plan based on rigorous analysis.
- Provide commercial, strategic and financial expertise and analysis to drive effective and timely planning and decision-making, maximising the return on resources and investment.
- Define Pricing strategy across all themes and territories.
- Oversee Pricing, Capacity and Yield Management in line with company KPIs.
- Track and report on Explore’s progress delivering its strategic initiatives, responsible for identifying risks and opportunities and assisting the management team in mitigating downsides and taking advantage of upsides.
- Instigating regular tests to challenge assumptions on profit levers (elasticity of demand for example).
- Provide action plans for commercial decision-making to hit budgeted and forecasted Gross Margins and Profit.
- Provide ROI reporting and analysis on marketing and product initiatives.

- Ensure commercial insights represent one source of the truth, and assumptions are explained in a clear and straight-forward manner.
- Planning and co-ordination of offers and promotions in conjunction with Marketing.
- Tracking of competitor activity and pricing strategy.

Skills and Experience:

	<i>Essential</i>	<i>Desirable</i>
CIMA/ACCA/ACA qualified	✓	
Advanced Excel skills	✓	
Commercially focused with experience of delivering reporting that drives outcomes	✓	
Able to explain complicated commercial concepts in a clear and straight-forward manner	✓	
Understanding of the group tour operator business model and key commercial drivers	✓	
Able to influence for positive changes within the commercial team and the wider business	✓	
Excellent analytical skills – confident and competent manipulator of data with an affinity for presenting it in a clear concise and visual way.	✓	
Strong leadership skills	✓	
Have a focus on accuracy and quality and a good attention to detail.	✓	
Ability to work under pressure and hit deadlines	✓	
	<i>Essential</i>	<i>Desirable</i>
Education:		
CIMA/ACCA/ACA qualified	✓	

Explore reserves the right to vary your tasks, duties and responsibilities at any time and from time to time according to the needs of the Company's business. However, you will not be assigned to duties or required to perform services which you cannot reasonably perform or which are outside the range of your normal skills and experience. There will also be times when you may be asked to transfer, either temporarily or permanently, to an alternative job within the Company. Where this is agreed with you, either on a temporary or a permanent basis, it will be confirmed to you in writing.

Date of Description: 9th October 2018