



Singapore Airlines (SIA) is one of the leading and most awarded airlines worldwide, with customers and industry alike recognizing our unwavering commitment to service excellence. With a commitment to fleet modernization, product and service innovation and market leadership, SIA has evolved into one of the world's most respected travel brands. We are inviting suitable candidates to apply for the position of:

Sales Manager Benelux

Location: Schiphol, The Netherlands

JOB PURPOSE

Reporting to General Manager Benelux, the successful candidate is responsible for managing the SIA sales organization in the Netherlands, Belgium and Luxembourg markets, thereby leading a team of sales professionals. The aspirant is accountable for delivering revenue and market share growth across relevant segments and ensures long-term relationships with business and alliance partners are maintained. We welcome experienced professionals with strong leadership skills who are seeking to make an impact.

RESPONSIBILITIES

- In liaison with the General Manager, set and implement the overall sales strategy in alignment with the company's commercial objectives;
- Oversee relevant market segments (corporate, agency, tour operators, etc.) ensuring a strategic approach to the market;
- Identify sales opportunities based on market segment studies and generate new business through out-of-the-box thinking;
- Setting targets in cooperation with the Sales Planning department;
- Ensure the sales team is managed based on targeted outcomes;
- Guide sales staff in negotiations and planning;
- Maintain an up-to-date understanding of the market environment;
- Strengthen existing relationships with industry partners;
- Work and coordinate closely with other departments and internal stakeholders (Sales Planning, Pricing, Revenue Management, Marketing/E-Commerce, Sales Operations);
- Ensure a structured and integrated approach to sales in line with corporate playbooks;
- Represent SIA during industry events, trade shows, etc.

PERSONAL CHARACTERISTICS & BEHAVIOURS

- Able to lead, motivate and coach a high-performance sales team;
- Able to take a strategic view of sales and understand longer term trends while remaining sensitive to local market conditions;
- Strong analytic skills with attention to detail;
- Able to work collaboratively and under tight deadlines;
- Is meticulous and organized in managing multiple tasks in a fast-paced environment;
- Able to project a senior presence, especially to key clients and partners;

- Highly personable, able to build relationships within client organizations, thereby applying flexibility and leveraging negotiation skills;
- Tenacious, resourceful, results-oriented, innovative;
- Is a team builder and a team player;
- Effective time management and communication, storytelling and presentation skills;
- Is commercially minded and applies transformative thinking in challenging the status quo.

RELEVANT QUALIFICATIONS & EXPERIENCE

- Bachelor's degree or equivalent from an accredited college or university;
- Proven leadership experience in management or supervisory positions;
- Working experience in the airline industry is an asset;
- Proficient in MS Office applications;
- A good command of English.

This full-time position requires national and international travel and is based at the SIA office at Schiphol. It offers the possibility for partial work from home as per the company's applicable remote work policy. A company car will be provided.

If you feel you have what it takes to lead the SIA Benelux sales team, please submit your application in English language **by 19 June 2022** through E-Mail. In your application, please enclose a CV, resume, your expected salary and earliest possible joining date.

General Manager Benelux

E-Mail: AMS_Admin@singaporeair.com.sg

Singapore Airlines Ltd.
The Base A
Evert van de Beekstraat 26
1118CL Schiphol