



JOB TITLE: Travel Trade Manager

CONTRACT TERM: Permanent

SALARY: £45-50,000 Depending on experience

LOCATION: ABBA Voyage Arena/Head office (central London)

REPORTING TO: Head of Sales and Ticketing

HOURS: Full-time

CLOSING DATE:

ABOUT US:

ABBA Voyage is a concert like no other, blending cutting-edge technology, spectacular lighting, and some of the most beloved songs ever written. Since the custom-built arena opened in May 2022, the show has been astounding and delighting thousands of visitors from across the world. But as we continue to build on the success of the London show and with rapidly expanding growth plans, the journey is only getting started. We are looking for talented and passionate individuals to join our already world-class team. This is a rare opportunity to be part of something truly iconic and really make your mark. If you'd like to take your career to the next level, we'd love to hear from you!

See what audiences have been saying about the show [here!](#)

ROLE OVERVIEW:

We are seeking a Travel Trade Manager to play a vital and integral role in the show's London marketing campaign. Working as part of a dynamic and multi-skilled team, they will support the aims of the Marketing and Communication Department utilising their specific skills, experience and passions to devise and deliver an integrated and detailed annual campaign to bring international audiences to ABBA Voyage.

Resilient and never afraid of a challenge, the Travel Trade Manager will be adept at partnering with both internal and external stakeholders to deliver campaigns against KPI's which ensure that ABBA Voyage is positioned as 'the thing to do' for anyone traveling to the UK and establishing the ABBA Arena, London as a destination landmark.

KEY ROLES AND RESPONSIBILITIES:

- Working with the Head of Sales and Ticketing to develop, plan and deliver a successful always on tourism-focused sales strategy, working with third party partners, the Marketing and Communications team and the Sales and Ticketing team.
- Build and manage a strong sales pipeline, identifying, qualifying, and closing strategic new business opportunities.
- Monitor and track against budget, reporting monthly on variances.
- To be responsible for delivering against sales targets and agreed KPI's, utilising the international tourism budget across the year(s).
- Manage, negotiating and expand local and international partnerships, ensuring a strong travel trade presence that drives sales and ticket revenue.
- Work with B2B sales and distribution partners to execute tourism focused sales efforts, creating opportunities to target and increase new strategic business from the travel and tourism industry.
- Establish and maintain relationships with industry partners, including but not limited to UKinbound, Visit Britain, London and Partners and all key trade and groups operators.
- Work with third party partners to identify, coordinate, schedule and attend international and domestic trade shows and represent ABBA Voyage where required. Complete all related follow-up post show as required.



- Working with B2C specialist and partners in target international territories to develop and manage PR and sales campaigns
- Report on sales progress, creating and maintaining relevant sales report, trends and opportunities.
- Working with the sales and ticketing team to set up, maintain and manage all API connections with suppliers.
- Communicate with the wider team, highlight new partners, promotions, and relevant activity, ensuring a collaborative and cohesive working environment.
- Create and implement a training programme for partners, staff and travel professionals to provide knowledge about the experience to be able to successfully sell Abba Voyage
- Work collaboratively with the wider Marketing team to produce and distribute travel focused sales materials.
- Work with the sales and ticketing team and finance teams to ensure payments are paid on time and as contracted.
- Onboard, process and account manage tourism partners from prospecting and contract negotiation, to maximising their sales potential.
- Proactively build strong working relationships within internal and external departments, building relationships and integrating organisational processes.

ABOUT YOU:

- A seasoned B2B sales leader with a proven track record of selling to Travel Trade, MICE and Groups markets.
- Commercially focused, with the ability to identify revenue streams, opportunities, and partners
- Significant experience working within the leisure/arts/destination sector travel and tourism industry.
- Significant experience working within the marketing and communications industry
- Understanding of ticketing systems and API connections
- Highly organised, able to plan own and others time effectively.
- Strong presenting, upselling, and negotiation skills.
- Demonstrable experience of relationships building across multiple business areas.
- Experience working in a customer focused environment and delivering high levels of guest experience.
- Meticulous attention to detail.
- Excellent literacy and IT skills.
- Able to build and maintain excellent working relationships with internal and external stakeholders.
- Experience in developing and setting up KPI's and workflows

WHAT'S IN IT FOR YOU:

- The opportunity to be part of a revolutionary concert
- Competitive salary and bonus scheme
- 6% matching pension contributions
- 10 complimentary tickets to the show every year
- Health Care Cash Plan, EAP and retail discounts

HOW TO APPLY:

Please send an up-to-date CV and a short cover letter to jobs@abbavoyage.com

DIVERSITY AND INCLUSION STATEMENT

Here at ABBA Voyage, we strive to be a business where difference is valued and everyone is able to thrive in a culture of equality, inclusion and belonging. We are committed to providing a truly inclusive environment that reflects today's society, where everyone is able to bring their true selves to work, and where diverse voices and backgrounds are valued, heard, and well-represented.

ABBA Voyage welcomes applications from all sections of society. We are committed to equal employment opportunities regardless of race, religion, or belief, ethnic or national origin, disability, age, citizenship, marital, domestic, or civil partnership status, sexual orientation, gender identity or any other basis as protected by applicable law. If you have a disability or additional needs that require accommodation, please do not hesitate to let us know at the point of application.



BE YOUR BEST STATEMENT

We want everyone to make the most of the opportunity to shine and showcase their talents, so we are happy to make adjustments in the recruitment process so you can be your best! Please don't hesitate in discussing any specific requirements with us, or if you would feel more comfortable, you can email us confidentially at peopleteam@abbavoyage.com to let us know how we can support you.