



REGIONAL DIRECTOR - EUROPE

ABOUT WTTC

The World Travel & Tourism Council (WTTC) is the body which represents the Travel & Tourism private sector globally. Our Members consist of the CEOs of the world's Travel & Tourism companies and industry organisations engaging with the sector. WTTC works to raise awareness of Travel & Tourism as one of the world's largest economic sectors, supporting 319 million jobs and generating 10.4% of world GDP. Our priorities are Security & Travel Facilitation, Crisis Preparedness, Management & Recovery, and Sustainable Growth.

WHY WORK WITH US

- Exposure and opportunity to collaborate with the biggest and best brands in Travel & Tourism.
- Invaluable opportunity to travel to global destinations such as Buenos Aires, Kigali, Cancun, Seville and Manilla to host the WTTC Global Summit.
- Opportunity to join an incredibly diverse and global team committed to maximising the inclusive and sustainable growth potential of the Travel & Tourism sector by partnering with governments, destinations, communities, and other stakeholders to drive economic development, create jobs, reduce poverty, security, and understanding in our world.

OUR VALUES

For over 30 years, our work has been fundamental in creating change and raising the awareness of Travel & Tourism's value, not just as one of the world's largest economic sectors, but also to the many communities and travellers enriched through their experiences. Our goal is for the Travel & Tourism sector to be seamless, secure, safe, inclusive, and sustainable whilst working to a greater public/private sector collaboration.

Our Values are:

- **Passion** - We know that enthusiasm is a key to success, and we place great emphasis on building and developing teams that really care about what they do.
- **Integrity** - We want to be judged by our actions and will always ensure that we do the right thing for our people, members, and stakeholders.
- **Collaboration** - Collaboration takes us places we might not have been able to go alone. We strongly believe that diversity of thought, background and experience makes us smarter as an organisation and that teamwork increases our chances for success.

DEPARTMENT	Membership and Commercial
PURPOSE	The Regional Directors within WTTC operate with a high autonomy level within their given market, maintaining critical Member relationships and converting new business. The Regional Directors help to deliver the Commercial Strategy on time and to budget whilst providing high-profile positioning of WTTC within the public sector in the region.
CONTEXT	Report to SVP Membership & Commercial
KEY ACTIVITIES	KEY RESULTS
Membership Engagement	<ul style="list-style-type: none"> • Define, deliver and record an engagement programme for Member CEOs and generate high satisfaction levels for all Members in region. • Define, deliver and record an engagement programme with Strategic Advisors in region and ensure consistent communication. • Identify and ensure key Members are invited to WTTC events and ensure they are well looked after during the events.

	<ul style="list-style-type: none"> • Identify Member’s strategic priorities and develop a specific account plan with them. • Assist finance team to recover overdue payments from Member offices.
Member Recruitment	<ul style="list-style-type: none"> • Deliver the regional target number of new recruitments on time and to budget. • Define and deliver heavyweight engagement strategy and strong pipeline with top heavyweight targets in the region for membership. • Responsible for recording all interactions with Members and Advisors onto WTTC Salesforce. • Forecasting annual, quarterly and monthly recruitment goals. • Develop specific plans to ensure membership growth both long and short-term.
Other Income	<ul style="list-style-type: none"> • Secure minimum \$200k or cash sponsorship each year. • When Summit is operating in region, help secure \$1.5m in revenue from Summit hosts. • Help Events Team to find host to develop Leaders Forum in Region and sponsorship.
Membership Events in Region	<ul style="list-style-type: none"> • Accountable for high level oversight, direction and ultimately the success of Member events in region. • Responsible for the engagement of all Members and prospects within the region at each member event.
Government Engagement and Positioning	<ul style="list-style-type: none"> • The Regional Directors work cross functionally with Advocacy ensuring alignment between Members agendas and Government affairs within the region. • Identify opportunities in the region and be a key stakeholder in positioning WTTC and its Members within Government initiatives and events.
Strategic Markets	<ul style="list-style-type: none"> • Devise and deliver annual strategic market plans for the region in line with overall company objectives, targets and KPI’s. • Manage relationships and outputs of WTTC Ambassadors in region. • Own and manage external relationships with strategic travel associations in region.
Knowledge	<ul style="list-style-type: none"> • Degree educated in relevant area (Business Management, Accountancy etc.) preferable but not essential. • Strategic thinker with senior level experience and proven track record in the ‘private sector’ and the ‘public sector’, with international exposure.

	<ul style="list-style-type: none"> • Established network of senior professionals within the private sector. • Established network within government and / or public sector within the region advantageous. • Travel / Tourism / Commerce background and expertise essential.
Skills	<ul style="list-style-type: none"> • Proven sales experience (advantageous if from a membership organisation). • Excellent written and verbal communication skills; Diplomatic training an advantage. • +10 years' experience in Travel and Tourism Operating Companies (i.e. Hospitality, aviation, OTA, TO...) and /or international travel associations. • English plus one European language i.e: Spanish, Italian, German or French required. • A commercially savvy analytical thinker. • Tenacious approach to win new business. • Proven strategic thinker with the ability to ensure that strategic market plans are implemented on time. • Media trained and experience as media spokesperson advantageous. • Proven track record for public speaking on international stage advantageous.