

**As of immediately, Valamar Hotels and Resorts are looking for a  
KEY ACCOUNT MANAGER FOR LEISURE (PROACTIVE) (f/m)**

**Knowledge, skills and competence:**

- Excellent communication and presentation skills
- Experience in contracting and negotiating
- Proactive in achieving business results
- Excellent computer skills
- Fluent in English, 2nd language is helpful
- Willingness to work on flexible schedules

**Education and experience:**

- Adequate education in Hospitality, Tourism or related fields
- At least 5 years' experience on the same or similar job positions
- Relevant international experience
- Croatian background and language is a plus

**Overall**

- Increase brand awareness of all VHR properties incl. Campsites in Home and international Markets and drive revenues according to budget
- Drive all kind of revenues, especially accommodation and board revenues from ALT and GRP into all properties
- Contract, maintain and develop revenues from defined Top / accounts
- Market research and evaluation of Niche and prospect accounts
- Acquisition of new accounts and revenues according to BPC and AP
- Contracting of specific new accounts
- Conduct phone acquisitions, personal sales calls
- Attend fairs, workshops and all other activities in order to achieve budgeted revenue figures
- Conduct fam trips into VHR destinations
- Close cooperation with and support of GSAs in various markets
- Propose and conduct special activities for all products and destinations, especially need hotels and need periods
- Proposal of activities for need periods
- Distribution and redistribution of capacities within MS in season in cooperation with RM and destination Commercial Management
- Collect leads from existing and new clients and help drive Conversion into definite revenues
- Represents the Company in the field
- Ensures Cross-Selling of all VHR properties, including Camping
- Close Cooperation with Inhouse Sales, Marketing and RM team, as well as Destination Commercial Director
- Track own sales activities and report on them (Top account development plan)
- Follow up on leads by setting traces
- Conduct individual annual Sales Activity plan, together with the team
- Monitor and steer defined account production on a regular base
- Identifies and analyzes competition, both locally and regionally

If you are an experienced professional looking for a challenging career and excellent promotional opportunities in Croatia, please apply by sending an up to date CV and cover letter in English by email to:

**E-mail: [human.resources@valamar.com](mailto:human.resources@valamar.com)**

*Job Advertisement – Key Account Manager for Leisure*