



JOB DESCRIPTION

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| Job Title | General Manager Thailand | Department | Executive |
| Reports To | CEO | JD date | Jan 2019 |
| Job Information | | | |
| Type of Role | Executive | Location | Thailand |
| Job Purpose | | | |
| <p>Responsible for the overall management and growth of Destination Asia Thailand.</p> <p>Identify, develop and drive the long term strategic plan and enable DA Thailand to meet targets for revenue growth, profitability and market share. Explore and exploit opportunities for product development and business growth. Represent the business in high level negotiations, evaluating opportunities in line with DA growth plans.</p> <p>Champion a culture of collaboration, open communication, clear direction, accountability and performance management.</p> | | | |
| Collaboration: | | | |
| <p>The General Manager is expected to work closely with group functions and all the countries within the DA Group. There are 5 areas of focus in all our businesses – People (HR), Client (Sales & Marketing), Product & Purchasing, Operations and Finance. It is a pre-requisite to drive a strong team spirit at country level, across all DA countries and DA Group.</p> | | | |
| Accountabilities: | | | |
| Strategy | <ul style="list-style-type: none"> Identify, develop and drive the long term strategic plan in Thailand to deliver business growth targets and profitability. Ensure alignment between DA Group. strategies, country specific strategies, and where appropriate dnata Travel strategies. Define and deliver objectives across Leisure, MICE and Cruise; and recommend and implement initiatives to further develop these portfolios. Drive innovation and creativity to exploit opportunities for growth and increase market share. | | |
| Execute | <ul style="list-style-type: none"> Lead, coach and motivate the teams by driving and supporting development opportunities for talent management and professional growth. Drive the culture of the business and the teams, working with DA Group to ensure that strategic vision, values and objectives are communicated and applied consistently across Thailand. Accountable for the annual Budget & Business Plan for Thailand and the achievement of revenue targets and profitability, as well as the effective utilisation of resources and capital expenditure. Always with a focus on pioneering opportunities to develop NEW source markets, destinations and products. Responsible for the development and maintenance of a Product Strategy in conjunction with DA Group. This will provide governance on pricing, purchasing (contracting) and experiential aspects of all product segments e.g. Transportation, Activities, Excursions, Tickets and Hotels. | | |

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| | <ul style="list-style-type: none"> • To establish an annual Sales Plan aligned with the approved Thailand budget that clearly identifies new and growth clients in Leisure, MICE and Cruise by source market; also showing planned sales and marketing activities to support the Sales Plan. • Ensure operational excellence and service delivery by implementation of operating procedures, health & safety guidelines, service standards across all departments. • Manage the day-to-day operations of DA Thailand ensuring the highest possible service and safety standards for both customers and staff, in order to maintain and enhance DA's reputation as a leading Destination Management Company (DMC). • Plan and organise work flow, assign tasks, delegate responsibilities, set operational priorities and ensure fair distribution of workload to increase operational efficiency during peak and off season and also resolve complex operational issues. • Investigate, analyse and resolve complaints received from customers and clients in a professional manner, thereby retaining or regaining customer or client loyalty to DA. • Plan and effectively optimise Thailand structure to incorporate all the required functions of DA Group's standard operating model. • Promote collaboration across DA Group countries amongst the local teams with the objective to seek opportunities in new joint products, innovation and shared-clients. • Adhere to DA Group and related dnata Travel standards as determined by CEO. These include financial and corporate governance standards, as well as branding and service standards. |
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| Leadership | <ul style="list-style-type: none"> • Lead the country team through the sharing of strategic aims ensuring there is clear direction and appropriate KPI's for all managers and team members. • Ensure all team members have clear direction and skills to enable them to perform their duties. This will be delivered through various channels including effective performance management, coaching conversations, support in learning and development requirements. |
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Qualifications/ skills/ experience / knowledge

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| <p>Qualifications</p> <ul style="list-style-type: none"> • Bachelor or Master degree in tourism or business administration. <p>Experience</p> <ul style="list-style-type: none"> • Ten years of work experience in tourism field and at least five years in managerial level • Experienced leader of people • In depth knowledge of the functioning of all units within a DMC • A proven capability to organise, distribute and complete work within a multinational and multicultural environment <p>Skills</p> <ul style="list-style-type: none"> • Systematic and logical approach to solving problems • Good creative and lateral thinking skills • Strong leadership skills and can work well as a team player • Self-motivated, highly organised, pro-active and flexible • Excellent written and verbal communication skills • A deep knowledge of the travel industry, including competitor activity • Excellent written and oral communication skills in English (additional languages will be a distinct advantage) • Strong work ethic with a real commitment to continuous improvement |
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Critical Competencies

Focus on our People

| Competency | Description | Level | Behaviours |
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| Engaging Others | Acts in a way that gets others on board – and when things don't go to plan, they deal with conflict in the right way. Indicators: <ul style="list-style-type: none"> ✓ Influencers ✓ Role models ✓ Credible ✓ Constructive Challengers ✓ Motivators | Our executives | Show and encourage trust. Gain support for ideas through emotional and rational persuasion. Encourage healthy debate and ignite enthusiasm for change. Provide their vision for the future to inspire teams to get involved and turn vision to reality. Positive influence on others –they exemplify company values and ethical standards. |
| Providing Direction | Shares that plan with others. Tracks how each project is progressing. Gives constructive feedback during, and after, each project. Indicators: <ul style="list-style-type: none"> ✓ Visionaries ✓ Performance trackers ✓ Feedback givers ✓ Future focussed | Our executives | Explain strategic direction to others, and how to get there, allocating responsibility appropriately so everyone knows what they have to achieve and how. Track performance by benchmarking externally. Discuss outcomes of important work or projects – what went well and where to improve. Take time to give feedback and praise people for a job well done. |

Focus on our Results

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| Drive | Always gets the job done. And still puts the needs of our business first. Indicators: <ul style="list-style-type: none"> ✓ Committed ✓ Energised ✓ Organised ✓ motivators | Our executives | Achieve results without compromising standards, driving an evolving but ethical and sustainable business culture. Understand their area of business, what and how to achieve results. They inspire others to focus on results and remain resilient when things go wrong. Recognise and inspire people who have delivered extraordinary results. |
| Business Thinking | Understands our business. Uses this understanding in their day-to-day work and plans for the future. Indicators: <ul style="list-style-type: none"> ✓ Forward thinking ✓ Experts in our industry ✓ Familiar with our business | Our executives | Make strategic plans which fit with long term and global goals and enable their business unit to achieve the vision. Know which relationships can lead to long term business benefits and build a network of contacts based on those relationships. Look at other leading brands to understand the market. |