



BUSINESS/BRAND MANAGER – TAUCK BRIDGES

A unique opportunity to have a brand leadership role managing a major trend in travel today: multi generational travel. Tauck is well positioned for unlimited growth potential and our Bridges brand is one of the two fastest growing areas of the company. Tauck offers nearly 20 Tauck Bridges itineraries designed specifically for families, including trips to North America, Europe, Latin America and Africa. Each Tauck Bridges journey embodies the company's philosophy of "shared enrichment," with each trip crafted so family members of all generations can experience the bonding, or "bridges," that result when the fun and learning provided by travel are enjoyed together. The approach, which is a marked contrast from cruise ships and all-inclusive resorts that emphasize kids-only facilities and activities, has been the guiding principle behind Tauck Bridges itineraries since their launch in 2003.

SUMMARY: Reporting to the Vice President-Tauck Land Journeys, this position manages the Bridges brand within the Tauck travel portfolio. Responsible for developing, implementing, and monitoring of brand plans and associated business processes; including product, marketing, pricing and sales strategies. A highly cross-functional role, requiring excellent collaboration across all departments and the ability to manage resources. Position demands strong strategic thinking, proven project management skills, passion to understand customer and their insights, solid analytical skills, innovative thinking and implementation to ensure products are developed, marketing is crafted and sales assets are managed to effectively push brand forward. Position also requires hands-on implementation and execution talent. Position offers platform for future growth opportunities within Tauck.

POSITION RESPONSIBILITIES:

- Responsible for setting multi-year brand plans including product and channel growth objectives and measurable initiatives to support
- Responsible for achieving annual sales, revenue and guest satisfaction targets for all relevant products / brands. Makes product improvements to existing products (and brand deliverables within those product lines); designs and implements new products – all within brand dimension parameters.
- Additional skill requirements are driven by brand assignments
- Develops channel and direct-to-consumer marketing and sales programs to drive revenue and build brand awareness. This includes partnership sourcing and management.
- Monitors industry trends, competitor portfolios and travel advisor information to define specific differentiators on product positioning for Tauck. Conducts and analyzes 3rd party research to understand consumer and agent insights
- Manages matrix team to develop and execute brand plans and associated business processes across all departments. Elements include:
- Provides direction to Product Managers for new product development and product enhancements and changes, with focus on guest experience.
 - Provides direction to sales and marketing. Elements include comprehensive consumer / channel plans, creative direction, direct mailing and distribution, online, and public relations.
 - Manages full and consistent rollout of plan internally and externally. Includes all collateral and training materials, creative treatment tone of voice, and product vision (with Reservations and TDM).
 - Collaborates with Finance on finalizing pricing and yield management. Activities to include promotional efforts, creating sales contests, working with sales and RSC staff on special incentives.



- Assists in providing leadership in day to day execution and conflict resolution around business strategy.
- Serves as lead sales advocate and presenter for business/brand, both internally and externally.
- Maintain close collaboration with all department leaders and their teams to ensure plan buy-in and manage execution.

KNOWLEDGE/SKILL REQUIREMENTS:

- MBA graduate in Marketing or Business with a strong work ethic and a roll-up-the sleeves approach
- 4+ years demonstrated successful experiences of progressive responsibilities in marketing and/or strategic planning activities both online and offline channels
- Demonstrated excellencies in strategic thinking as well as strong project management skills
- Demonstrated ability to lead cross department teams on both strategic idea generation and tactical implementation
- Proven experience marketing products and/or services to both targeted consumers and other businesses.
- Experience in developing advertising and sales collateral that is creatively inspired and strategically sound
- Excellent knowledge of the elite travel market and hospitality industries is preferred
- Excellent presentation and selling skills
- Excellent oral, written and presentation communication skills

ABOUT US: Celebrating its 90th anniversary in 2015 and committed to the belief that “How You See The World Matters,” family-owned and operated Tauck is the world leader in premium-quality guided travel. The company offers more than 100 distinctive, enriching and all-inclusive land journeys, ocean cruises, river cruises, Tauck Bridges family adventures, unique Tauck events and immersive Culturious trips for “culturally curious” boomer-age travelers.

Interested applicants should apply at www.Tauck.com/Careers. EOE.