



### Sr. Manager - Partnership & Ancillaries

Designation	Sr. Manager - Partnership & Ancillaries
Level	2B
Department	Marketing
Division	Commercial
Reporting Manager	VP - Marketing

**Job Overview:** The holder of this position will be responsible for contribution to commercial roadmap to support airline goals by development, implementation and management of new initiatives, channels and/or products. Generate revenue from Air and Non-Air Ancillary products.

#### Key Responsibilities

- Achieve targets via partnering with conventional and non-conventional partners; working with providers and commercial colleagues to continually improve products and distribution channels
- Constantly look for more opportunities to partner. Drive from pitch to deal closure
- Understand and work closely with GDS. Drive IT to prioritize and implement
- Ensure policies relating to ancillary revenue products are defined, documented, communicated, and understood, both internally and externally.
- Targeting and implementing alliance partners keeping in the mind the brand fitment
- Manage processes for new product providers, following airline processes always to ensure successful partners are identified and contracted
- Ongoing management of all third-party product providers, including monitoring of revenues and other SLAs
- Provide regular reports (data & commentary) on revenue to senior management with insight into product/channel/route trends, issues and recommendations
- Maintain an overview of competitor (regional & global) activities and partners
- Proactively work with all departments and product providers to ensure ancillary revenue products are optimized in terms of distribution, customer experience and revenues at all times
- Ensure ancillary revenue products are included in all sales and promotional campaigns
- Communicate effectively with all members of the department in line with the company's culture guidelines
- Manage external providers, ensuring highest standards of service delivery whilst achieving revenue & profit targets
- Develop strong and lasting relationships with all airline departments to ensure the smooth operation of the business

#### Skills/Attributes

- Knowledge of core airline systems and processes, including on-board operations and service flows
- Understanding of Commercial Contracts and Procurement processes
- Good presentation skills and ability and confidence to present to CEO level
- Strong technology focus
- Strong management skills
- Team management- lead by example

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## **Work Experience**

- In depth understanding of airline ancillary department and latest innovations, not just in aviation but other market sectors- air and non-air
- Proven experience of managing large global and small regional alliances
- Proven achievements in measured revenue and customer service KPIs

## **Qualification**

- Graduate from a recognized university

## **Location**

Gurgaon

## **TATA SIA Airlines Limited**

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