

Job Title: Manager, Revenue Management and Distribution**Company:** LIAT (2020) Limited**Location:** Antigua & Barbuda

About LIAT2020: LIAT (2020) Limited is an innovative and dynamic start-up airline on a mission to connect the sub region with the rest of the world, disrupting the regional the aviation industry by providing affordable and efficient travel solutions. Committed to delivering a seamless and exceptional flying experience, we prioritise sustainability and profitability. As we embark on this exciting journey, we are seeking a highly experienced and qualified Manager for Revenue Management and Distribution.

Our Company Culture:

Recognising that our employees have choices, we place a strong emphasis on creating and maintaining a positive working culture. Our company thrives on a friendly and informal work environment where everyone, regardless of their position, is treated with respect and consideration. As the leader of the Unit, you will play a crucial role in supporting this positive work environment.

Position Overview: The Revenue Management and Distribution Manager will play a crucial role in optimizing LIAT20's route network, pricing and yield management, revenue streams and distribution strategies. This position requires a highly skilled strategist, with a deep understanding of airline revenue management principles, market dynamics, and distribution channels.

Key Responsibilities:**Revenue Optimization:**

- Implement and manage effective pricing strategies to maximize revenue across all routes and cabin classes.
- Analyse market trends, competitor activities, and customer behaviour to identify revenue optimization opportunities.
- Utilize revenue management systems and data analytics to make informed decisions on pricing adjustments.

Pricing Strategy & Inventory Management (Existing/New Routes)

- Monitor and control seat inventory to ensure optimal utilization and revenue generation.
- Assess and segment demand based on market conditions and identify opportunities for tactical pricing actions for incremental traffic and to maximise revenue through pricing adjustments.
- Benchmark and monitor pricing strategy vs competition, as well as benchmark group fares against competition to balance competitiveness and maximum revenue outcomes.
- Regulatory fare filing where applicable.
- Work closely with overseas managers and market contacts to identify revenue opportunities and take early pricing actions.
- Work closely with internal stakeholders to ensure Interline arrangements are executed in a timely manner.
- Investigate and develop a pricing strategy across all distribution platform through research and understanding market conditions for new routes.
- Work with various stakeholders to support new route launches including essential fare filing activities.

Distribution Strategy:

- Develop and implement comprehensive distribution strategies to reach target markets and optimize sales channels.
- Evaluate and negotiate contracts with distribution partners, including Global Distribution Systems (GDS), Online Travel Agencies (OTAs), and other distribution platforms.

Forecasting and Analysis

- Develop accurate and insightful demand forecasts to support revenue planning and operational decision-making.
- Conduct regular analysis of revenue performance, market trends, and competitive landscape to identify areas for improvement.

Group Management:

- Set group policy, procedures, and fares in accordance with departmental strategies.

- Monitor and drive group volume across defined customer segments.
- Assist in the management of group quotation activities, including devising fare briefs and liaising with stakeholders to define working requirements.

System Maintenance:

- Ensure timely and accurate update of fares in relevant distribution channels, adhere to any established naming conventions and filing protocol across all systems and documents.

Revenue Budgeting/Forecasting:

- Development of annual revenue budget/ targets by month
- Monthly forecast review and adjustments
- Conclusions and recommendations for budgeting and forecasting as justified by data analytics.

Leadership and Mentoring:

- Manage staff and their responsibilities to ensure optimal distribution of workload, and team operates efficiently within deadlines.
- Identify and leverage different strengths and team dynamics to achieve objectives.
- Provide effective coaching and guidance.

Required Core Competencies, Experience, and Qualifications:

- Strong analytical and quantitative skills, with proficiency in data analysis tools and revenue management systems.
- Professional, has integrity and is data-driven in decision-making.
- Excellent negotiation and relationship management skills with third-party distribution partners.
- Strong communication skills with the ability to present complex data and strategies to diverse audiences.
- Reservations and ticketing systems knowledge, with an understanding of the complexity of airline pricing and inventory, market segmentation and different triggers that affects willingness to pay.
- At least 7 years proven experience in revenue management, pricing, and fare distribution roles in the travel.
- Knowledge of industry trends, regulations, and competitive landscape in the aviation sector.
- Bachelor's degree in Economics, Finance, Business/Aviation Management, or a related field. Master's degree in a related field is a plus.
- Proficient in the use of Microsoft Office Suite, with a particular focus on advanced Excel skills.
- Commitment to continued learning and personal development.

Benefits:

- Competitive remuneration package
- Opportunity to shape the strategic future of a revamped regional start-up airline.
- Exciting, collaborative, and innovative work environment.

This is a description of the job as it is presently constituted. In order to support the company's efforts to attract and retain the ideal incumbent to perform the duties, it is normal practice to periodically review job descriptions for current and accurate relevancy, as jobs change over time and job descriptions need to be reflective of these changes. The review process is a collaborative effort involving the position supervisor and the employee performing the job. You are therefore expected to participate fully in such discussions. In all cases, it is LIAT20's aims to reach agreement on reasonable changes, but where it is not possible to reach agreement LIAT reserves the right to make reasonable changes to your job descriptions which are commensurate with the company's objectives and your grade after consultation with you.