

Future Cruise Consultant

JOB PROFILE	Department	Tours	
	Aim of the Position	According to Company policies and procedures the Future Cruise Consultant is responsible for promoting and selling future cruises on board in order to ensure set target achievement in terms of total pax and net revenues fixed month by month. The purpose of the role is to grant the best and highest conversion rate between guests who book on board their future cruises and guests travelling on board. With a strong focus on business, the Future Cruise Consultant catches all the opportunities to familiarize with guests. The role reports to the Senior Future Cruise Consultant but works in team to reach fixed targets according to the Onboard Future Cruise Sales shoreside team directions. Activities are performed: at the desk during the opening hours, by using IT and CRM reservation systems, and in other ship's contexts, such as cocktails, events on board or other occasions where to socialize with guests. Furthermore, the Future Cruise Consultant uses also other levers to reach guests, such as preparing and delivering welcome letters and leaflets in the cabins or taking part to excursions; moreover, product or event presentations are held to create interest and encourage guests to book future cruises. As a company Ambassador the Future Cruise Consultant provides an inspirational example of leadership in line with Culture Essentials and W.I.D.E.R. Values.	
	Role Description	Job Title	Future Cruise Consultant
		Line Manager	Senior Future Cruise Consultant
		Incentive Bonus	Yes
		First Lines Managed	No
		Budget Managed	No
Education & Professional Experience		Secondary School Diploma (Travel Agent Diploma is highly appreciated). Experienced in storytelling and sales.	

Role Requirements	Certifications	NO				
	Traits	Need for Achievement	✓	Description A tendency to work intensely to achieve and exceed difficult standards		
		Credibility	✓	The degree of consistency between a person's words and actions		
		Focus	✓	Preference for organization, procedure, and exactitude		
		Persistence	✓	A tendency toward passionate and steadfast pursuit of personally valued long-term or lifetime goals, despite obstacles, discouragement, or distraction.		
		Sociability	✓	The natural inclination to engage with and interact with others		
		Optimism	✓	The degree to which a person tends to disregard disappointment, is satisfied with who they are, and expects the future to be bright.		
		Confidence	✓	The degree to which a person is convinced that they control the course of events in their life		
		Openness to Differences	✓	A desire to consider and explore differences in perspective, thought, and experience of people from a variety of backgrounds		
		Joy	✓	Being joyful, smiling, and authentic		
		Curiosity	✓	Being curious, innovative, surprising, and amazing others		
		Warmth	✓	Taking care of others, truly interested in human relationship		
		Welcoming	✓	Strongly empathetic and inspirational		
	Values	Trust	✓	Reliable, honest, effective		
		Transparency with the team	✓	Clear, direct in communicating		
		Passion	✓	Enthusiasm, love for job		
		Inspiration	✓	Influencing others		
		Positivity	✓	Marked by optimism		
		Patience	✓	Calm when dealing with problems and difficult people		
		Generosity	✓	Unselfishness		
		Strength	✓	Logical or moral force, energy		
	Professional Skills	Data Analysis	✓	Familiar	Skilled	Expert
		Hotel Operation Governance & Control	✓			
		Effective Communication				✓
		Problem Solving				✓
		Customer Service				✓
		Guests flow management			✓	
People Management						
Revenue Management				✓		
Budgeting & Cost Control						
Sales & Marketing Management				✓		
Health & Safety				✓		
Innovation				✓		
Digital Skills	MS Office Word			✓		
	MS Office PowerPoint			✓		
	MS Office Excel			✓		
	CRM				✓	

Language Skills			1 (A1-A2)	2 (B1)	3 (B2)	4 (C1)	5 (C2)
	Italian						✓
	English					✓	
	Third Language*			✓			
	Fourth Language*						
	Additional language*						

*One of the following: French, German, Spanish, Portuguese, Chinese (Mandarin)

Language Skills - Levels		
5	C2	Can understand with ease everything heard or read. Can express very fluently and precisely differentiating shades of meanings. Mother tongue.
4	C1	Can understand a wide range of demanding, longer texts and recognize implicit meaning. Can express fluently and spontaneously.
3	B2	Can understand the main ideas of complex texts. Can interact with a degree of fluency and spontaneity with native speakers.
2	B1	Can understand the main points of clear standard input on familiar matters regularly encountered in work, leisure, etc.
1	A1/A2	Can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type. Can communicate in a simple and direct exchange of information.

COSTA LEADERSHIP MODEL	Competence	Description	Behaviors
	Speak Up	<i>If you see something, say something. Retaliation is never tolerated</i>	Reports through the correct channels and at all levels when experiencing unsafe work habits and unappropriated behaviors, encouraging team members to do the same, ensuring that retaliation is never tolerated.
			Provides to the Superior, onboard or shoreside, an objective and analytical feedback of the root causes of what's wrong, suggesting potential solutions and actions.
	Respect & Protect	<i>Respect and Protect people - each other, Guests & communities - planet, rules & laws, our Company</i>	Complies with Code of Business Conduct & Ethics, international rules and laws, and corporate policies enhancing sustainability.
			Promotes, supports and guarantees a respectful and equal interaction within our diverse communities and defends their well-being with an inclusive approach.
			Takes decisions and actions balancing people needs and Company interests.
	Improve	<i>Improve performance - in safety, environmental protection & compliance - collaboration & teamwork, diversity & inclusion</i>	Creates good team spirit, embracing diversity and including others to reach successful results, with a strong focus on safety, environmental protection & compliance.
			Implements flexible solutions being accountable for the department results and a key contributor to the overall company goals.
			Acts as an example by continuously developing personal and professional skills and inspiring all team members to do the same.
	Communicate	<i>Set strong tone at the top supporting Ethics & Compliance, promote openness, trust & transparency, model behavior we expect</i>	Acts as role model and empowers team members to communicate honestly and openly inviting others to share information and ideas.
Sets and communicates strategic and clear goals and provides direction, keeping the team focused to achieve results.			
Listen & Learn	<i>Listen and Learn to each other, from investigations, audits & incidents, by measuring our performance, by being accountable</i>	Promotes an empathetic open-feedback environment to improve performance.	
		Takes ownership of challenges and obstacles, driving the success of the team.	
Empower	<i>Put words into actions, give teams what they need to succeed, such as training, tools, & time</i>	Delegates and empowers team members, creating commitment, whilst maintaining accountability.	
		Ensures development opportunities (tools and time) to unlock and recognize team members' potential.	

HARD SKILLS MAPPING	Competence	Description	Relevance **	PM Form
	Hotel Ops. Governance & Control	Respects and correctly applies the sales channel rules.	3	✓
		Reports regularly to Senior FCC, Tour Manager, Hotel Director and Corporate Onboard Future Cruise Sales Department ashore in order to assure that all activities are covered.	3	✓
		Participates into periodical calls on sales update with Corporate Onboard Future Cruise Sales Department ashore.	3	✓
		Updates regularly the Senior Future Cruise Consultant about sales materials (catalogues, brochures, leaflets, roll up, IT devices) and, if necessary, ask to restock them.	3	
	Effective Comm.	Leads presentations on future cruises, destinations and products to catch guests interest and generate sales opportunities.	3	✓
		Prepares and delivers communications (welcome letters, invitations to events, virtual messages) to the guests to promote sales and special offers.	3	✓
	Problem Solving	Reports and discusses issues with Senior Future Cruise Consultant before reporting to Corporate Onboard Future Cruise Sales Department ashore .	3	
	Customer Service	Participates to on-board social events in order to interact and and familiarize with guests.	3	✓
		Participates to selected excursions (identified with the Senior Future Cruise Consultant) to interact and familiarize with guests with the aim of generate sales opportunities.	3	✓
Revenue Management	Is responsible for reaching the sales objectives in order to ensure set goal achieving. Mettere tick nel PM non sono riuscita	3		
Health & Safety (s)	Facilitates a work environment that supports a successful safety culture. Is responsible for ensuring that the team implements and maintains an effective HESS management system. Enforces and promotes Safety procedures in the team/Department under responsibility.	3		
	Follows the instructions received as per protocol applied on Covid-19 spread prevention rules.	3		
	Supports an effective health and safety culture proactively informing guests on any infringement or missing application of procedures and reporting to the Head of Department the critical situation.	3		
	Maintains a high responsible approach applying social distancing rules also during non-working activities.	3		
	Supports the new organization of the onboard activity performing tasks enhancing health standards (i.e. temperature screening, sanitization of the working place, instructions to passengers)	3		

** Relevance: 1 Basic; 2 Secondary; 3 Primary

	Description
JOB DESCRIPTION	<p>The Future Cruise Consultant is responsible for selling and promoting future cruise sales on board ensuring set targets achievement in terms of total passengers and net revenues based on ship or sales needs and always in cooperation with shoreside Onboard Cruise Sales Direction. The purpose of the role is to grant the highest conversion rate between guests who book on board their future cruises and guests travelling on board. The Future Cruise Consultant has a strong focus on business, and catches all the opportunities to familiarize with guests. The role reports to the Senior Future Cruise Consultant but works in team to reach fixed targets according to the Onboard Cruise Sales shoreside team directions. Duties include the coordination of activities at the desk during opening hours, by using the IT and CRM reservation systems, and in other ship's contexts, such as cocktails, events and other occasions where to socialize with guests. Furthermore, the Future Cruise Consultant uses other levers to reach guests, such as preparing and delivering welcome letters and leaflets in the cabins, taking part to excursions, or holding product or event presentations to create interest and encourage guests to book future cruises. The Future Cruise Consultant fosters a collaborative leadership, while personally exhibiting the Costa Values and Culture Essentials.</p> <p>Responsibilities include but are not limited to:</p> <ul style="list-style-type: none"> Respecting and correctly applying the sales channel rules. Selling and promoting future cruises at the cruise sales counter using in-house sales tools (B2E, CRM/D365, SAPI, Confluence). Reporting regularly to Senior Future Cruise Consultant, Tour Manager, Hotel Director and Corporate OBCSales Department ashore assuring that all activities are covered. Participating into periodical calls on sales update with Corporate OBCSales Department ashore. Referring periodically to Senior Future Cruise Consultant about sales materials (catalogues, brochures, leaflets, roll up, IT devices) and, if necessary, asking to restock them. Participating to on-board events where the presence of the Future Cruise Consultant is foreseen to interact and familiarize with guests. Participating to selected excursions, defined together with the Senior Future Cruise Consultant, to familiarize with guests and create sales opportunities. Preparing and delivering communications (welcome letters, invitations to events, virtual messages) to the guests to promote sales and special offers. Making presentations on future cruises, destinations and products to catch guests interest and foster sales opportunities. Reporting and discussing issues with Senior Future Cruise Consultant, before reporting to Corporate OBCSales Department ashore. Facilitating a work environment that supports a successful safety culture. Responsible for ensuring that the team implements and maintains an effective HESS management system. Enforcing and promoting Safety procedures in the team/Department under responsibility. Following the instructions received as per protocol applied on Covid-19 spread prevention rules. Supporting an effective health and safety culture proactively informing Guest on any infringement or missing application of procedures and reporting to the Head of Department the critical situation. Maintaining a high responsible approach applying social distancing rules also during non-working activities. Supporting the new organization of the onboard activity performing tasks enhancing health standards (i.e. temperature screening, sanitization of the working place, instructions to passengers)