

DHARMA

HEAD OF SALES / ICONIC BRANDS, B2B

Based: Remote

Reporting to: CXO

Start date: ASAP

ABOUT DHARMA

Our mission is to bring the world together through the power of shared experience.

DHARMA is a fast-growing, travel-tech startup based in London, UK and Abu Dhabi, UAE. Our innovative business model creates, builds, launches, and operates private-label travel brands for the world's most iconic people and brands. We are proud to have happy clients across a range of industries from best-in-class fitness companies to A-list celebrities. Our dynamic, enthusiastic team has a positive impact on the world and does exceptional work. Together, we are revolutionizing the way travel experiences are built, promoted, and delivered.

JOB OVERVIEW

The Head of Iconic Brands will lead Dharma's iconic brands division, growing our reach into new and exciting categories and leading initiatives to build new business. They will be responsible for assisting in the concepting, portfolio planning, and launch of new iconic travel brands. Successful experience working in corporate environments, clear communication skills, and excellent organisational skills are imperative. The suitable candidate must have an ingrained interest in culture and current zeitgeist to ensure the brands we are creating are ahead of trend.

RESPONSIBILITIES

- Deliver a clear growth plan, owning B2B sales targets for iconic brands and contributing to broader growth objectives
- Develop travel brand concepts across multiple channels, for brands that span every industry sector - from wellness and fitness, to meditation, food, sports, and more
- Use travel knowledge to assist in the creation, planning and organization of on-brand travel products, from conception to sales launch

DHARMA

- Act as primary point of contact for iconic brand clients and new prospects from pitch to contracting, onboarding to portfolio development, brand building and beyond
- Create compelling and high-quality pitch proposals and supporting documents
- Support in the selection of destinations, hotels, Trip Leaders, etc. to ensure brand consistency
- Collaborate with Marketing team to establish strong marketing and distribution plan
- Manage the client experience, ensuring engagement, satisfaction, loyalty, and retention
- Manage project timelines and ensure deadlines are met
- Analyze sales reports to identify market trends and growth opportunities
- Recruit, assign, and oversee brand / account managers
- Continuously provide innovative ideas to grow the strength and reach of the brands
- Maintain the client CRM

QUALIFICATIONS

- Deep experience in brand development
- Self-motivated and tenacious, with strong communication skills, an entrepreneurial spirit, and desire to exceed targets
- Commercial awareness with the ability to construct a compelling financial structure for prospective clients
- Relevant travel industry experience selling travel, and/or direct-to-consumer experiences
- Experience with data and KPI driven project management, specifically with lifestyle brands
- Experience working with social media-driven campaigns and clients
- Out-of-the-box thinker with proven experience generating diversified ancillary revenue opportunities from merchandising to content creation and beyond
- Ability to manage multiple projects simultaneously across highly diverse categories, from sport to fashion, cannabis to art
- An understanding of handling of executives, senior executives, VIP's, personalities, and celebrities
- Skilled at anticipating client needs and delivering intuitive and highly personalised solutions
- Ability to step in creatively as needed, utilizing strong visual perspective and excellent writing skills to lead and support

DHARMA

- Experience in a fast-paced, dynamic start-up environment
- Passionate about travel, culture, and unique global experiences
- Values privacy and confidentiality
- A passion for current contemporary culture
- Sophisticated traveler with impeccable taste
- Experience selling group packaged travel and/or direct-to-consumer experiences preferred

HOW TO LEARN MORE

Thank you for your interest in DHARMA. We genuinely appreciate your enthusiasm.

To apply for this position, please send us your résumé and cover letter. Feel free to submit the form linked [here](#) or send us an email at jobs@seekdharma.com. Our hiring team will be in touch within five working days to update you on the status of your application.