



50 Degrees North Pty Ltd
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Destination Coordinator - Group Sales

Department: Sales - APAC
Reports to: Director of Global Sales
Location: Melbourne, Australia
Employment Type: Full-Time, hybrid (1 year contract)
Working Hours: AEST, Monday to Friday

About Us

50 Degrees North is an independently owned travel company specialising in planning and organising complete travel experiences across the Nordic countries. Our team's diverse backgrounds and experiences contribute to a deep understanding of the region, ensuring our clients receive authentic insights and genuine recommendations for their journey, all infused with our passion for the Nordics.

As a certified B Corp, we adhere to high social and environmental responsibility standards - joining our team means actively participating in our mission to make a positive impact on the world while doing what we love.

Our company culture is built on respect, collaboration, and a shared love for travel and the Nordics. We pride ourselves on fostering an inclusive and supportive work environment where every team member's voice is valued. Our office space reflects this ethos and is designed to be open, welcoming, and conducive to creativity and teamwork. With regular team events, wellness initiatives, and opportunities for professional growth, working at 50 Degrees North is not just a job - it's a chance to be part of a close-knit community passionate about making a difference.

Position Purpose

This role is designed to support the sales process from initial client interactions to post-travel follow-up. As a Destination Coordinator for Group Sales, you will provide essential support to our Sales Team in arranging high-quality Nordic group tour packages. You will take responsibility for our group bookings from the moment they are confirmed until the clients travel. This includes communicating with clients and agents to finalise travel details, booking services, preparing travel documents and optimising processes to enhance overall group sales performance.

Key Responsibilities

1. Client Interaction

- Assist Group Destination Specialists in increasing sales (B2B & B2C) in the groups segment by gathering detailed client interests and budget requirements to help design highly personalised itineraries.
- Oversee customer care inboxes for groups, and handle phone calls from agents regarding group bookings to alleviate the sales team's workload.
- Maintain a detailed log of inquiries and responses to guarantee timely follow-up and resolution.
- Provide clients with timely travel advice and booking updates, acting as a supportive secondary point of contact.
- Address client inquiries and resolve issues promptly and professionally to ensure high client satisfaction.

2. Group Bookings Management

- Confirm travel details and ensure all required documents are collected from clients.
- Liaise with travel suppliers to book services, including excursions, transfers, and other travel arrangements.
- Ensure accurate updating and maintenance of all booking records in the company's systems.
- Ensure necessary travel information is obtained from the client and update the respective booking records.
- Regularly monitor booking statuses and provide consistent updates to both clients and internal teams.
- Make decisions and correct booking mistakes independently, without consulting Destination Specialists, and identify and book alternative or new suppliers to ensure clients receive the appropriate itineraries.
- Prepare and send travel documents and perform quality control to ensure accuracy and completeness. • Support Destination Administrators in managing last minute bookings if necessary.

3. Financial Management

- Handle cancellations, refunds and insurance letters for booking changes ensuring the travel platform reflects accurate information.
- Monitor balance payment invoices and send them to clients when required.
- Provide official balance breakdown letters to travel agents upon request, including commission details.

4. Team Collaboration

- Work closely with Destination Specialists to ensure smooth handovers and consistent communication.

- Support and assist the Destination Admin team as required, fostering a collaborative environment and ensuring team efficiency.
- Actively participate in regular sales and admin meetings to discuss progress, share updates, and provide constructive feedback.
- Contribute to team success by suggesting improvements and adding valuable agenda items for team meetings.
- Collaborate with marketing and product development teams to continuously improve travel packages and client experiences.
- Other tasks as required.

5. Training and Development

- Conduct thorough research on Nordic destinations to stay updated with the latest travel trends and attractions.
- Support the training of new staff members on administrative support, booking procedures, and company policies.
- Continuously stay updated on industry trends, as well as 50DN products and services.
- Actively participate in ongoing training sessions and company updates to enhance skills and knowledge

Required Skills

- High school diploma or equivalent.
- Proven experience in a sales and customer service role, preferably in the travel industry.
- Proficiency in Microsoft Office Suite.
- Strong focus on customer care, with excellent communication and interpersonal skills.
- Ability to build rapport and trust with clients, ensuring a positive initial interaction and follow-through.
- Sales-oriented mindset to assist in converting inquiries into bookings.

Preferred Qualifications

- Additional education in travel and tourism or related fields.
- Personal and/or professional experience in Nordics is highly desirable.
- Knowledge of Salesforce CRM software.

Expectations

- Consistently maintain a high level of professionalism and customer service.
- Proactively identify and resolve issues.
- Demonstrate flexibility and adaptability in handling multiple tasks and priorities.
- Actively contribute to team meetings and company initiatives with valuable insights.



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- Support team growth and development through training and mentorship, while actively participating in professional development opportunities.