



Milano Marketing & Sales Staff

Job Title	Key Account Manager, Marketing & Sales EMEA
Job Grade	General Staff
Contract	Permanent, Full time
Location	Milan Office
Reporting	Assistant Manager and Senior Manager in EMEA and Local Manager
Job Purpose	<p>The Key Account Manager (KAM) plays a pivotal role in generating revenue for ANA within the Italian market and the Large Area 3 region (Germany, Austria, Poland, Italy). This is a hybrid position focusing on two key pillars: driving sales through Leisure and Trade partners, while supporting corporate sales initiatives and multinational client relationships within the EMEA framework.</p> <p>It involves a combination of relationship management, negotiation skills, analytical abilities, and a deep understanding of the travel industry.</p>
Duties and Responsibilities	<p>-Pillar 1: Sales Representative – Italy & Large Area 3</p> <ul style="list-style-type: none">• Market Development: Identify and prospect potential partners (Tour Operators, Travel Agencies, Leisure partners and TMC) within Italy and across Large Area 3.• Strategic Partnerships: Cultivate and maintain strong relationships with leisure-focused partners to increase ANA's market share.• Negotiation & Contracting: Negotiate and finalize service agreements, commission structures, and performance metrics.• Account Management: Manage group bookings, allocations, and pricing structures. Serve as the dedicated point of contact for Italian trade partners to ensure high levels of customer satisfaction.• Customized Leisure Solutions: Collaborate with pricing and marketing teams to develop tailored offerings and special packages for the leisure segment <p>-Pillar 2: Corporate Sales</p> <ul style="list-style-type: none">• Corporate Acquisition: Identify potential corporate partners in Italy that would benefit from ANA's global network.• Relationship Management: Manage a portfolio of corporate accounts, ensuring travel policies align with ANA's services and acting as the main point of contact for corporate travel managers.



	<ul style="list-style-type: none">• Contracting: Negotiate corporate pricing structures and service agreements for long-term loyalty. <p>-General Functions</p> <ul style="list-style-type: none">• Events & Networking: Attend industry events, conferences and trade shows to build relationships, gain insights, and promote the ANA's products and services.• Sales Presentation: Deliver compelling sales presentations highlighting ANA's product, routes, and sustainability (ESG) efforts. Customize to meet the specific needs and preferences of TMC and/or NON TMC partners• Reporting (CRM): Maintain meticulous records of all sales activities, forecasts, and market insights within ANA's CRM to track performance against KPIs.• Marketing Analysis: Monitor competitor activities in the Italian market and Large Area 3, adjust strategies accordingly. Using the BI (Business Intelligence), analyses the travel data to identify trends, opportunities, and areas for improvement.• Cross Functional Collaboration: Work closely with Marketing, Inside Sales, and Operations to ensure seamless service delivery.• Compliance and Industry Standards: Staying informed about industry regulations, security requirements, and compliance with travel policies. Ensure that all sales activities and contracts adhere to company policies, regulations, and industry standards• Budget Management & Performance: Managing budgets and financial aspects related to assigned portfolios. Ensuring that ANA meets revenue and profitability targets while providing value to partners• Business Travel: Occasional travel may be required to meet with clients, attend industry events, trainings and famtrips
Knowledge, Qualifications & Skills	<p>-Education: Master's or Bachelor's degree in Business, Marketing, or a related field.</p> <p>-Experience: Minimum of 2 years of professional sales experience in the airline or travel industry (Italy market experience highly preferred).</p> <p>-Communication: Excellent negotiation and presentation skills with fluency in Italian and English.</p>



	<p>-Technical Proficiency: Knowledge of GDS/reservation systems and Salesforce CRM. Ability working with MS Office, AI.</p> <p>-Mindset: Goal-oriented, self-motivated, and culturally sensitive. Strong interpersonal skills and the ability to build and maintain relationships. Ability to work independently and as part of a team. Adaptability.</p> <p>-Mobility: A valid driver’s license is required. Must be willing to travel for meetings and events within Large Area 3.</p>
Salary	Based on Fairo Contract
Estimated Start Date	Open to discuss
Working Hours	Monday-Friday 9:00-17:00, 37.5 hours per week
How to apply	Please send your CV in English to : miladmi@ana.co.jp , with mentioning “Marketing & Sales Staff.” Please note that only selected candidates will be contracted for an interview.
Others	All applicants must be eligible to work in Italy (The employer does not provide visa sponsorship) Your personal information will be used exclusively for the recruitment and selection process. We will strictly manage and protect it in accordance with our Privacy Policy. Please note that your information will be retained for 24 months, after which it will be appropriately and securely disposed of.