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# Example of Commercial Executive Job Description

Our company is growing rapidly and is looking to fill the role of commercial executive. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for commercial executive

* Regular evaluation of units, resort and country to highlight opportunities & flag risks to support both tactical pricing activity, longer term strategic planning
* Liaise with Sales & Marketing, Design, Engineering, Product Marketing, After Sales Operations and all relevant internal departments to develop new and existing courses
* Carry out benchmarking comparisons against relevant competitors and HLS goods suppliers
* Sequencing each schedule to accommodate position in break bookings, specific programme booking requests, the look and feel of each schedule
* Traffic and schedule Push VoD and Box Office channels in Landmark
* Assist in the analysis and classification of newly delivered programming on Freewheel for our VOD platforms in an accurate and timely manner to ensure compliance and an optimum sized VOD inventory for Sales to target
* Maintain commercial terms agreements, sales targets and incentives, ensuring that all databases are updated on an ongoing basis
* Work with the retail training team to support the planning and delivery of training and educational programmes
* Manage any retail feedback on 3rd party cruise suppliers
* Co-ordination with the Incentives Manager on 3rd party cruise incentives for retail

## Qualifications for commercial executive

* Passion for digital marketing and PPC in particular
* Strong understanding of other digital marketing media
* Experience and proven track record of successfully managing PPC campaigns across Google, Yahoo/Bing
* Track record of delivery against goals
* Excellent oral and written communication skills including presenting to peers and senior management Desirable
* Experience managing international PPC campaigns