



March 12, 2026

Group Sales Specialist – Travel Groups

Craig Travel

Position Overview

Craig Travel is seeking a highly organized and client-focused **Group Sales Specialist** to support the promotion, sales, and coordination of our group tour and cruise programs.

This role serves as the primary point of contact for prospective and confirmed passengers, assisting clients with travel inquiries, managing bookings, and coordinating travel arrangements to ensure a seamless experience from the initial inquiry through final documentation.

The ideal candidate will have strong travel industry knowledge, excellent organizational skills, and the ability to manage multiple group files while delivering exceptional client service.

This position reports directly to the **Sales Manager**.

Key Responsibilities

Sales & Client Relations

- Serve as the primary sales contact for prospective and confirmed group tour and cruise passengers
- Respond to travel inquiries promptly, providing detailed information on itineraries, destinations, and travel arrangements
- Consult with clients to determine travel preferences and recommend appropriate Craig Travel products
- Maintain strong client relationships through professional communication and exceptional service
- Conduct follow-up calls and record outcomes of travel inquiries

Product Knowledge




- Develop a strong understanding of Craig Travel products, systems, and procedures
- Maintain in-depth knowledge of assigned tours, cruises, and destinations
- Research and maintain background information for assigned groups including destination details, travel requirements, and health guidelines

Booking & Administration

- Process bookings using internal systems including **Peak 15** and ensure accurate data entry
- Ensure financial records are properly transmitted to the **TRAMS accounting system**
- Prepare and manage sales invoices, documentation, and correspondence for assigned groups
- Process client payments including credit cards and cheques in accordance with company procedures



CRAIG CANADIAN GROUP TRAVEL LIMITED

-  1092 Mount Pleasant Rd, Toronto, ON M4P 2M6
-  416-484-0926 • 1-800-387-8890
-  www.craigtravel.com

Travel Arrangements

Coordinate special travel requests including:

- Air arrangements
- Pre and post tour accommodations
- Trip extensions
- Cabin or service upgrades
- Other customized travel requests

Provide pricing and options to clients and confirm reservations upon approval. Update invoices and booking records accordingly.

Group Coordination

- Prepare and maintain group manifests and update them as changes occur
- Ensure internal staff are kept informed of group sales status through internal systems and website updates
- Communicate regularly with group leaders regarding travel information and updates

Client Communications

Prepare and distribute correspondence for booked passengers including:

- Tour mailings
- Invoices
- Travel information requests
- Pre-departure materials

Marketing Collaboration


- Identify departures that may require additional promotional support
- Collaborate with the Marketing team to support campaigns, e-blasts, and promotions to increase group bookings


Qualifications


- **TICO Certification required**
- Excellent written and verbal communication skills in English
- Strong organizational and time-management skills
- Ability to manage multiple group bookings simultaneously
- Exceptional attention to detail and accuracy
- Self-motivated and resourceful with the ability to learn new systems quickly
- Proficient in Microsoft Outlook, Word, and Excel
- Professional client service and interpersonal skills
- Ability to work both independently and collaboratively within a team environment



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Skills & Attributes

Successful candidates will demonstrate:

- Strong customer service mindset
- Ability to prioritize tasks and manage multiple deadlines
- Interest and passion for travel and destinations
- Strong communication and relationship-building skills
- Ability to stay organized in a fast-paced environment