



Ref No: IAS/MIS/2026/379

Date: 17th March 2026

TERMS OF REFERENCE

Position Name	Sales Manager - China
Job Reference no	JA/2026/33
Reports to	General Manager, Commercial (International)
Work location/ Department	China (Based in Beijing/Chengdu) / Commercial (International) Department
Contract Period	02 Years
Job Description	<ul style="list-style-type: none"> ▪ The Sales Manager, China is responsible for driving sales, revenue growth, and brand presence of the Maldivian airline across the Chinese market. The role will develop and manage relationships with travel trade partners, corporate clients, and key stakeholders to maximize passenger revenue and market share. ▪ The role will implement the airline’s sales strategy in China, identify new business opportunities, manage distribution channels including OTAs and GDS, and work closely with the commercial team at headquarters to align market activities with overall revenue objectives. ▪ The selected candidate will serve as the airline’s primary commercial representative in China and must demonstrate proven success in airline sales, travel trade management, and the Chinese aviation or travel market.
Key Responsibilities	<ul style="list-style-type: none"> ▪ Develop and execute the airline’s sales strategy in China to achieve revenue and passenger targets across all distribution channels. ▪ Build and maintain strong relationships with travel agencies, OTAs, tour operators, corporate clients, and key industry partners across China to drive sales growth and brand loyalty. ▪ Manage and grow the airline’s trade partner network including GSA/PSA relationships, ensuring effective representation and distribution of inventory in the Chinese market. ▪ Conduct regular market analysis, competitive benchmarking, and sales performance reporting to identify opportunities and provide actionable insights to the commercial team. ▪ Plan and execute sales promotions, trade events, roadshows, and marketing campaigns in coordination with the headquarters marketing team to increase brand visibility and demand in China. ▪ Manage and negotiate contracts with travel trade partners, ensuring competitive pricing, preferred placement, and adherence to the airline’s commercial policies. ▪ Monitor sales performance using key indicators (revenue, load factor, yield, booking trends) and provide regular reports and recommendations to senior management. ▪ Liaise with Chinese tourism authorities, Maldives Tourism Board representatives, and government bodies to strengthen bilateral tourism and aviation ties that benefit the airline’s operations.

	<ul style="list-style-type: none"> ▪ Support the development of local sales capabilities and, where applicable, manage and mentor local sales support staff or contracted representatives.
Requirements	<ul style="list-style-type: none"> ▪ Master’s in Business Administration / Marketing / Aviation Management or related field with minimum 02 years of work experience in airline sales, travel trade management, or commercial aviation. <p>OR</p> <ul style="list-style-type: none"> ▪ Bachelor’s Degree in Business Management / Marketing / Aviation Management or related field with minimum 03 years of work experience in airline sales or travel trade management, with at least 03 years in the Chinese market. <p>AND</p> <ul style="list-style-type: none"> ▪ Proven track record of achieving or exceeding sales targets in the Chinese aviation or travel market. ▪ Strong knowledge of the Chinese travel trade landscape including OTAs (Ctrip/Trip.com, Fliggy, Qunar), travel agencies, and corporate travel management. ▪ Proficiency in GDS systems (Amadeus, Sabre, or Galileo) and airline reservation/revenue management systems. ▪ Fluency in Mandarin Chinese (written and spoken) is required; proficiency in English is essential. ▪ Understanding of Chinese civil aviation regulations, tourism policies, and visa/travel requirements between China and the Maldives.
Competencies	<ul style="list-style-type: none"> ▪ Strong commercial acumen with a results-driven mindset and deep understanding of the Chinese travel consumer behavior. ▪ High-level sales and business development skills with a proven ability to grow market share in competitive environments. ▪ Cultural intelligence and adaptability, with the ability to work effectively within the Chinese business environment and build trust-based relationships. ▪ Strong interpersonal and negotiation skills, with the ability to build and sustain strategic commercial partnerships with travel trade, corporate, and government stakeholders. ▪ Ability to work independently and manage multiple priorities while remaining closely aligned with headquarters commercial strategy. ▪ Excellent communication skills in both Mandarin and English – written and verbal. ▪ Self-motivated, proactive, and entrepreneurial mindset with a passion for aviation and the Maldives tourism proposition.
Salary and Benefits	<ul style="list-style-type: none"> ▪ Competitive salary with health care benefits and travel perks according to Company policy.
Deadline	<ul style="list-style-type: none"> ▪ 30th March 2026

How to apply	<ul style="list-style-type: none"><li data-bbox="523 212 1420 280">▪ Interested candidates may submit their documents via email to careers@iasl.aero.
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日期: 2026年3月17th日

职权范围

职位名称	销售经理-中国
工作推荐号码	JA/ 2026 / 33
报告	商务（国际）总经理
工作地点/部门	中国（常驻北京/成都）/商务（国际）部
合同期间	02年
工作描述	<ul style="list-style-type: none"> 中国销售经理负责推动马尔代夫航空公司在中国市场的销售、收入增长和品牌形象。该职位将开发和管理与旅游贸易合作伙伴、企业客户和主要利益相关者的关系，以最大限度地提高乘客收入 and 市场份额。 该职位将执行航空公司在中国的销售战略，发掘新的商业机会，管理包括在线旅行社OTA和 GDS 在内的分销渠道，并与总部商务团队密切合作，使市场活动与总体收入目标保持一致。 被选中的候选人将作为该航空公司在中国的主要商务代表，必须在航空公司销售、旅游贸易管理以及中国航空或旅游市场方面有显著的成功经验。
主要职责	<ul style="list-style-type: none"> 制定并执行航空公司在中国的销售策略，以实现所有分销渠道的收入和客运量目标。 与中国各地的旅行社、在线旅行社、旅游运营商、企业客户及核心行业合作伙伴建立并维护稳固关系，以推动销售增长并提升品牌忠诚度。 管理并拓展航空公司的贸易合作伙伴网络，包括GSA/PSA的关系，确保在华市场的有效代理与舱位分销。 定期开展市场分析、竞品对标以及销售绩效报告，识别业务机遇并为商务团队提供可落地的洞察建议。 与总部营销团队协同，策划并执行促销活动、行业展会、路演及营销活动，提升品牌在华知名度与市场需求。 与旅游贸易伙伴进行合同管理与谈判，确保定价具备竞争力、获得优先展示位置，并遵守航空公司的商务政策。 利用关键指标（收入、客座率、收益、预订趋势）监控销售业绩，并定期提交报告和建议。 与中国旅游主管部门、马尔代夫旅游局代表及政府机构保持联系，以巩固双边旅游与航空纽带，助力航空公司运营。 支持当地销售能力的发展，并在适当时管理和指导当地销售人员或签约代表。
任职要求	<ul style="list-style-type: none"> 工商管理/市场营销/航空管理或相关专业硕士学位，且拥有至少 2 年以上航空公司销售、旅游贸易管理或商务航空领域工作经验。

	<p>或</p> <ul style="list-style-type: none"> 工商管理/市场营销/航空管理或相关专业本科以上学历，且拥有至少 3 年以上航空公司销售或旅游行业管理工作经历，其中至少 3 年以上中国市场工作经验。 <p>同时满足以下需求</p> <ul style="list-style-type: none"> 具备在中国航空或旅游市场达成或超额完成销售目标的可验证业绩记录。 深入了解中国旅游贸易格局，包括在线旅行社（携程/携程网、Fliggy、去哪儿网）、传统旅行社及企业差旅管理。 熟练掌握全球分销系统（Amadeus、Sabre 或 Galileo）及航空公司预订/收益管理系统。 要求流利的中文读写以及口语能力，且必须具备熟练的英语水平。 了解中国民航法规，旅游政策，以及中国和马尔代夫之间的签证/旅行要求。
能力要求	<ul style="list-style-type: none"> 具备出色的商业敏锐度、结果导向思维模式，且深刻理解中国旅游消费者行为。 拥有高水平的销售与业务拓展能力，具备在竞争环境中提升市场份额的可验证经验。 具有文化智慧与适应能力，能够在中国商业环境中有效地工作，并建立基于信任的关系。 具有较强的人际交往和谈判技巧，能够与旅游贸易、企业和政府利益相关者建立和维持战略商业伙伴关系。 能够独立开展工作，在多重优先级任务中做好管理，同时与总部商业战略保持高度一致。 具备优秀的中英文书面及口头沟通能力。 具备自我驱动、积极主动的创业型思维，对航空业及马尔代夫旅游推广充满热情。
薪资福利	<ul style="list-style-type: none"> 提供具有竞争力的薪酬，同时根据公司政策提供医疗保障及旅行相关福利。
申请截止日期	<ul style="list-style-type: none"> 2026 年 3 月 30th 日
申请途径	<ul style="list-style-type: none"> 有意向的候选人可通过电子邮件将申请材料发送至 careers@iasl.aero。