

JOB DESCRIPTION AND PERSON SPECIFICATION

Please note this statement is for information only and does not form part of a contract. This list is not exhaustive and you will be expected to undertake such duties as may be assigned to you by from time to time. Staff are expected to be flexible in their work in order to deliver the objectives of the organisation.

Job title	Head of B2B	Division/Team	Commercial
Contract type	Permanent	Location	London
Date	13 August 2019	Salary/Range	Up to £65,000 per annum

Context
<p>As the national tourism agency – a non-departmental public body funded by the Department for Digital, Culture, Media & Sport (DCMS), VisitBritain/VisitEngland plays a unique role in raising Britain’s profile worldwide, building England’s tourism product, increasing the value and volume of tourism exports and developing Britain and England’s visitor economy.</p> <p>Working closely with central departments in London and the network of overseas offices around the world, a key priority for the Commercial Directorate is to drive the development and lead on the delivery of the new B2B strategy for the global organisation. This involves influencing UK partners and industry suppliers to ensure that agreements are reached which reflect market strategies and priorities in terms of how our tourism products are distributed overseas via B2B intermediaries to the end consumer.</p>

Main purpose of the role
<p>As Head of B2B you will have a direct responsibility for the development and delivery of our new global B2B strategy working collaboratively and in a matrix management approach with directors, both those based in London and also overseas, and their teams. This will involve affecting change through the implementation of the short-term plan (to March 2020) and also the development of the medium and longer-term vision over the next five years to 2025.</p> <p>The role requires having a strong commercial B2B background, key people and stakeholder management experience, highly developed organisational skills, understanding of data-led decision making, product distribution and good communications skills.</p>

Resource management and key relationships	
Staff managed¹	No direct reports but indirect management of B2B posts through the organisation
Budget managed	Commissioning of contracts with suppliers up to £100,000.
Reports to²	Carol Dray, Commercial Director
Key Relationships (and indication of level/nature of interactions)	
<p>The main relationships will be with the members of the Commercial, England and Marketing Directorates based in London and working collaboratively with the four overseas Regional Directors.</p> <p>VisitBritain/VisitEngland promotes matrix working practices and as such the role will involve building relationships with many different internal teams including Commercial Partnerships, Digital, England,</p>	

¹ Please note VisitBritain reserves the right to increase or reduce the number of staff managed according to the needs of the organisation.

² Please note VisitBritain reserves the right to change the line of management according to the needs of the organisation.

Evaluation, Events, Press & PR, Product Development and Distribution, Project Management Office and overseas VisitBritain offices.

The post-holder will also have relationships with many external stakeholders, including Destination Management Organisations (in England), the other 'home' National Tourist Boards, DMCs, UK suppliers and wider tourism stakeholders.

Main Duties	
1	Working closely with directors, both in London and overseas, progress and co-ordinate activities within each of the agreed work-streams forming part of the overall strategy: (i) Key Account Management; (ii) Customer-led Content and Digital; (iii) Product Propositions; (iv) B2B Leadership; (v) Online Travel Agents and (vi) Other key areas of consideration. A key output will be the delivery of a detailed plan defining how we achieve the vision and what this means in reality involving trade-offs and investment decisions.
2	Develop and deliver a detailed activity plan outlining timelines and milestones for delivery over the medium to long term (i.e. next 3 to 5 years). This will involve reviewing the competitor landscape across the global organisation and developing a set of case studies to support key recommendations.
3	Provide leadership on the development plan for the B2B platform, content, tools and training requirements for regional B2B teams overseas.
4	Devise and produce a standard framework of KPIs/metrics for adoption by B2B post-holders throughout the organisation in order to measure delivery performance across key metrics in a consistent manner and then hold them to account for attainment.
5	Work with the Commercial Director to develop a set of recommendations as part of the global B2B strategy review to optimise funding streams (core budget, Discover England Fund, GREAT Britain Campaign and Product Development) aimed at increasing partners' and intermediaries' investment and monetised in-kind value.
6	Work with the Evaluation Team to ensure that any B2B channel developments are reflected in the evolution of the current EY methodology.
7	Work with the Project Management Office, London and overseas teams to unify systems (CRM, CMS, files, reporting etc.) in a consistent approach for all markets
8	Prepare and produce any business cases required to gain approval by the relevant internal boards (Digital, Resources and Investment etc.) for the delivery of key activities within the B2B strategy.

Person Specification	
Essential knowledge, skills and experience	
	Requirement
1	An experienced senior level manager with previous 10+ years' experience in a B2B environment within the tourism sector and can demonstrate strong commercial acumen
2	Experience in a commercial role owing or working with product development functions
3	Experience in developing and driving strategy as part of a cross-functional team working in a matrix management environment
4	Experience of working in a KPI and target-driven environment, as well as motivating the achievement of those KPIs and targets.
5	Ability to think strategically with a highly developed knowledge of the British tourism landscape.
6	Proven track record in key stakeholder management with industry partners and suppliers
7	Highly numerical with budgetary management and control
8	Capability to drive transformational change across an organisation
9	Educated to a degree level or equivalent experience
10	
Essential personal style and behaviours	

Requirement	
1	Confident in building strong internal relationships across the organisation, both in London and internationally as well as the ability to influence, listen, share knowledge and best practice.
2	Ability to identify and build working relationships with key organisations and tourism bodies to support VisitBritain/VisitEngland's B2B strategy.
3	Ability to develop and share the vision for the development of B2B activities, has high energy, will challenge existing methods while taking ownership and being accountable for delivery.
4	Problem-solving approach with a can-do attitude and the ability to work across the global organisation to develop the B2B strategy within agreed timeframes.
5	Passion for the Britain and England tourism products as someone who "lives the brand"

Desirable requirements	
1	Experience of international working
2	Experience of using CRM system(s) and driving behavioural change in terms of both use and adoption
3	Experience of public sector procurement practices and contract negotiation with suppliers to ensure value for money criteria are met
4	