

## JOB DESCRIPTION



**JOB TITLE:** Product Development and Distribution Manager

**DIVISION:** Commercial

**DEPARTMENT:** Product Development and Distribution

**REPORTS TO:** Head of Product Development & Distribution

## JOB SUMMARY

The Postholder will work closely with the Head of Product Development & Distribution in providing support for the product development and distribution of new tourism products delivered through the Discover England Fund. For more details please visit <https://trade.visitbritain.com/whats-new/discover-england-fund/>

The postholder's primary objectives are to work with a number of DEF projects in their selected markets to identify product needs, gaps and opportunities and to work with the projects to deliver solutions to assist in the international distribution of their tourism products. These products will include areas of transport, accommodation, attractions, sights and services to enable international visitors to experience more of England. This role will deliver and implement the strategy of a number of DEF projects by liaising closely with the project leads and colleagues across VisitEngland and VisitBritain, including the relevant overseas team, where this role will be co-located, as well as working with Trade Partners both in the private and public sectors.

## COMPETENCIES

SPECIFIC TO JOB	GENERIC
<ul style="list-style-type: none"><li>• Experience and track record in commercial Product Development in a tourism context</li><li>• Up to date knowledge of international market trends in travel trade distribution (online &amp; offline)</li><li>• Project Management skills preferable</li><li>• Experience in commercial sector of tourism organisations is mandatory.</li><li>• Experience in public sector is advantageous</li><li>• Must speak (dependant on location of position) – German &amp; French (Berlin), Arabic (Dubai) and Mandarin (Shanghai).</li></ul>	<ul style="list-style-type: none"><li>• Excellent organisational skills and the capacity to deliver outcomes on time and to budget within a product cycle.</li><li>• High level of self-motivation and resilience and the ability to meet demanding targets within deadlines.</li><li>• Exceptional communication skills both oral and written.</li><li>• Creative, innovative, future focused, entrepreneurial, high energy individual focused on delivery.</li><li>• Demonstrable analytical skills with knowledge of research and marketing and an evidence based approach. A good understanding of the current English tourism product landscape ideally with experience of developing English</li></ul>

<ul style="list-style-type: none"> <li>• Have established relationships with key travel trade contacts in their selected market and experience of international tourism management</li> <li>• A clear track record of developing successful new tourism products and delivering these to market</li> <li>• A clear track record of building partnerships with tourism organisations.</li> </ul>	<p>products for distribution in international markets.</p> <ul style="list-style-type: none"> <li>• Able to travel domestically and internationally as required</li> <li>• The ability to build highly productive relationships across internal departments and with a range of external stakeholders, ensuring common goals are achieved.</li> <li>• A strong commercial ethos.</li> <li>• Ability to work in a matrix organisation.</li> </ul>
---	--

<b>KEY RESULT AREAS / ACCOUNTABILITIES</b>
--

What are the key objectives and the targets you have to meet?

1 – 6 key objectives and targets	% Time / Importance
<p><b>1. Discover England Fund Product Development and Distribution Strategy</b></p> <ul style="list-style-type: none"> <li>• Work with the Product Development &amp; Distribution (PD&amp;D) team and the DEF project leads and local VisitBritain (VB) B2B teams, to assist in the delivery of the 3-year £40m Discover England Fund, by supporting the development of world-class English tourism products for the international market</li> <li>• Work with the PD&amp;D team and DEF project leads to provide specific input into the product and distribution strategy required for each project.</li> </ul>	
<p><b>2. Product Development</b></p> <ul style="list-style-type: none"> <li>• Work with the DEF projects and the VE research team to help and assist them (advisory role) in research and concept testing new product ideas with both consumers and trade in market.</li> <li>• Work with the PD&amp;D team and DEF projects to deliver a range of internationally competitive and trade bookable (commissionable) tourism products and services. This could include advising projects on suitability of their products in their chosen markets and offering suggestions on how to develop it for a particular market/segment and approach to the trade.</li> <li>• Work with the PD&amp;D team and advise the DEF projects on how to build trade bookable itineraries and authentic experiences that provide 'off the shelf' products for the travel trade.</li> <li>• Work with the DEF projects and VB content team to ensure alignment of curation and creation of assets that showcases new bookable products.</li> </ul>	
<p><b>3. Product Distribution</b></p> <ul style="list-style-type: none"> <li>• Work with the PD&amp;D team and the DEF projects to provide the necessary central support &amp; co-ordination alongside the international B2B teams to make proactive &amp; strategic interventions/introductions with the overseas intermediaries and UK DMCs, thus supporting each projects' distribution strategy.</li> <li>• Work with the PD&amp;D team and the DEF projects to provide support for the development of commercial partner agreements and supporting the delivery of B2B2C marketing campaigns as appropriate.</li> </ul>	

<p><b>4. Trade Education and Training</b></p> <ul style="list-style-type: none"> <li>• Advise the DEF projects on how to build a programme of international product education and training activities for the travel trade.</li> <li>• Work with commercial stakeholders (travel trade) to support the DEF projects' to train and educate on new products in market and integrate into VB's training programme.</li> </ul>	
<p><b>5. Trade Engagement</b></p> <ul style="list-style-type: none"> <li>• Work with the B2B Managers, PD&amp;D team and DEF projects to source and introduce relevant trade and consumer contacts for trade events, including VB's flagship ExploreGB, to enable DEF projects to book and attend appointments.</li> <li>• Work with the PD&amp;D team and DEF projects to plan and organise travel trade Educationals in line with VB's educational strategy and the project's objectives.</li> </ul>	
<p><b>6. Global working</b></p> <ul style="list-style-type: none"> <li>• Work closely with VisitEngland and VisitBritain colleagues in London and relevant markets to exchange best practice, innovation, creativity and ensure continuous improvement.</li> <li>• Maintain a culture of teamwork, achievement, accountability and outcome focus and foster a collaborative team spirit focused on service delivery to both internal and external clients.</li> <li>• Attend consumer and trade shows when required and dependent on other activity.</li> <li>• Attend and host at educationals when required and dependent on other activity.</li> <li>• Provide an overarching review of all DEF projects activity in market, and co-ordinate any DEF-wide activity. This could include event on-territory, joint trade press, joint communication etc.</li> <li>• Regular reporting to DEF and Commercial team on the progress of the projects and product development and distribution activity.</li> </ul>	