

Role Profile

PRODUCT MANAGER

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| Reporting to: | Head of Marketing & Product |
| Location: | Jersey |
| Contract: | Permanent |
| Residence qualification: | Must be Entitled or Entitled to Work |
| Management responsibilities: | Team of 3 |

About the Role:

Visit Jersey is the strategic body for inbound tourism, responsible for marketing Jersey to grow the visitor economy. Our mission is to promote tourism to and within Jersey in an innovative, economic and efficient way, delivering on our vision of a vibrant sustainable tourism industry.

The Product Manager role is to support the development of Jersey's tourism product, including events to enhance Jersey's competitiveness.

This role will –

- Focus on the relationship Visit Jersey has with industry in Jersey – building confidence, trust and approval of Visit Jersey.
- Drive Jersey's tourism agenda as a thought leader - define 'best in class', evolving consumer and product trends, identifying gaps in the market.
- Act as a trusted advisor to Government.
- Share the voice of the customer.
- Inspire Jersey's tourism suppliers to develop relevant experiences that align to the needs and wants of our target markets.
- Drive productivity by presenting recommendations and initiatives to stretch seasonality.

Key Responsibilities:

1. Manage and work with the product team, developing product and events strategy to define Jersey's proposition to motivate travellers to book Jersey.
2. Identify and develop new product and event opportunities that meet consumer requirements and align with our core customer segment behaviours and motivations.
3. Manage Visit Jersey's partnership programme for accommodation & activity providers.

4. Foster growth through partnerships, workshops, training and being an invaluable resource for the industry at large on issues pertaining to productivity and competitiveness e.g., digitalisation, sustainability.
5. Plan, develop and oversee Visit Jersey's industry engagement activity, communicating information to and about industry stakeholders.
6. Be the trusted advisor to Government of Jersey and interlocutor between GoJ and industry.
7. Collaborate with on-island industry organisations e.g. JHA, CoC etc. to align and integrate Jersey's tourism proposition.
8. Offer opportunities to industry to promote their products and services to consumers through Visit Jersey's marketing and trade channels.
9. Explore niche target marketing development e.g. sporting, VFR.
10. Champion Jersey's visitor accessibility strategy.
11. Facilitate quarterly product spotlight sessions for internal / agency partners.
12. Benchmark against competitor destinations and share best practice.
13. Ensure appropriate budget management, target setting and tracking of activity across product and events.
14. Oversee the development of the on-island customer experience (visitor information, on-island customer satisfaction)
15. Maintain the product team by recruiting, selecting, orientating, and training employees, planning, monitoring and appraising job results.

Please note: the responsibilities listed are not exhaustive and you will be expected to undertake some different duties as may be assigned to you by the company from time to time. Visit Jersey employees are expected to be flexible in their work in order to deliver the objectives and requirements of the organisation.

Knowledge, Skills and Experience:

1. Bachelor's or master's degree in marketing or a related field.
2. Commercial acumen, able to analyse and interpret data, market potential and marketing performance.
3. Excellent communicator, able to build relationships, to influence and advise.
4. Budget management and reporting. Familiar with financial planning and strategy.
5. Management skills, able to manage, motivate and develop high performing teams.
6. Experience working in the travel and hospitality industry.
7. Significant experience and a track record in Product Development and management, delivering in line with the strategic objectives of an organisation.
8. Demonstrable ability to build products through a partnership approach and a clear track record of increasing commercial volumes in a customer focused environment through innovative and entrepreneurial approaches.
9. Ideally, knowledge of Jersey's visitor economy and a good understanding of the current Jersey product landscape is highly desirable.

Personal Qualities and Behaviours:



1. High level of integrity.
2. Ability to work under pressure, managing multiple projects at once, able to take initiative and provide advice and action with brand and campaign issues.
3. Highly personable – able to develop strong relationships.
4. Managing processes.
5. Self-motivated yet customer-focused.
6. Excellent people skills with the ability to manage, support and motivate staff.
7. Able to travel domestically and overseas, occasional evening and weekend work as needed.