

Job Title: Head of Product

Job Description

Status: Full Time 37.5 hours per week

Contract terms: Permanent

Location: Penrith, Cumbria

Reporting to: Chief Executive

Salary Banding: circa £65,000, plus you can expect great company benefits which include a discretionary 20% bonus, pension and medical benefits.

Description:

We currently have an exciting opportunity for a skilled and dynamic Head of Product to join our Senior Management Team based at our office in Penrith, Cumbria.

Reporting to the Chief Executive you'll be responsible for creating HF Holidays that will provide inspirational, active and outdoor holidays for HF Holidays customers, now and for the future, to ensure strong commercial returns from all the holidays offered. You will be providing management and leadership to the Product Design and Creation Team and the Product Delivery Team, monitoring and evolving the range of holidays offered based on the analysis of financial performance and customer satisfaction.

You will be responsible for developing tactical promotions, implementing product developments, overseeing the contracting of suppliers, ensuring pricing remains competitive and producing marketing content to enable the attractive and accurate representation of our product range to our customers.

Ideally, our new colleague will have strong people management and leadership skills; previous experience of owning an extensive range of specialist holiday products, with full accountability for profit and loss performance, ideally within the walking/ trekking/ adventure/ specialist touring sectors; contracting and operational management experience across a wide range of global transport and accommodation providers; strong commercial, numeracy and analytical skills; excellent attention to detail and writing skills to produce marketing content; flexibility to travel internationally as required.

The role's responsibilities include but are not limited to:

- To create HF Holidays that will provide inspirational, active and outdoor holidays for HF Holidays customers, now and for the future
- To provide strategic and operational leadership to the product creation and delivery teams
- To ensure strong commercial returns from all of the holidays offered
- To monitor and evolve the range of holidays offered based on the analysis of financial performance and customer satisfaction

- To allow HF Holidays to attract the next generation of customers, ensuring the long-term viability of our product range
- To lead the transition of our current product and operations teams into an efficient scalable and customer focussed structure
- To ensure full financial and operational transparency with the adoption of a new operating and selling IT platform
- To lead the transition from a traditional “brochure lead” product launch strategy to a digitally enabled dynamic product range.
- To own all aspects of the operational delivery of HF Holidays
- Achieve agreed levels of guest satisfaction and to secure repeat business, including cross sales to other products, meeting our ethos of being active and social.
- Review the competition regularly, understanding where opportunities and threats to our products exist, updating the business and plans for the department accordingly.
- Articulate the current priority and plans for the product team to the Board and Senior Management Team when required.
- To meet agreed Health and Safety standards for the operation of all tours.

Key Relationships

- Working with the CEO to develop a long-term product development and customer acquisition strategy
- Liaising with the Head of Sales and Marketing to ensure the accurate and attractive representation of the entire HF holidays
- Working with the Head of Commercial to ensure the optimum pricing strategy for all products launched
- Supporting the Head of Commercial with the trading management of all products, including flexible pricing, product consolidation and expansion and stock allocation management
- Working with the Head of UK Operations to ensure that all products using committed bed stock are planned for the optimum utilisation and customer satisfaction
- Working with the Head of Sales and Marketing to ensure suitable customer insight is used to drive product offering and pricing decisions
- Supporting the Head of Commercial and Head of Finance to allow real time trading and financial performance analysis of the entire product range.

Candidate Essential Attributes:

- Excellent people management and leadership skills
- Ownership of an extensive range of specialist holiday products, with full accountability for P+L performance, ideally within the walking/trekking/adventure/specialist touring sectors
- Contracting and operational management of a wide range of global transport and accommodation providers
- The production of marketing content to enable the attractive and accurate representation of our product range

- Strong commercial, numeracy and analytical skills
- Flexibility to travel internationally as required.

Candidate Desirable Attributes:

- Implementing new organisation wide stock, purchase and pricing management software systems
- Leading organisational restructure within a product team
- A professional and personal enthusiasm for the active outdoors

About the Company:

Here at HF Holidays, we have over 100 years' experience organising outdoor holidays. We specialise in offering a fantastic range of Walking and Leisure Activities holidays and every year over 60,000 guests choose to travel with us to over 70 destinations all over the world.

We currently employ a team of over 500, who work in our two main offices in Elstree and Penrith and across our 18 country houses around the UK, all in National Parks or Areas of Outstanding Natural Beauty.

HF Holidays is a co-operative society owned by its 40,000 members worldwide. Our Mission is to provide shared holiday experiences, which inspire friendship, fun, and an active enjoyment of the great outdoors. We aim to achieve our Mission by applying the following values Trusted, Collaborative, Exceptional Experiences, Ownership, Inspiring, Passionate and Fun.

Package:

- Competitive salary
- 20% discretionary bonus
- Pension contributions
- Annual 1-week free familiarisation visit at any of our country houses for you and your family plus up to £50 for travel support
- Free carparking
- 28 days holiday inclusive of Bank Holidays, rising to 33 days after two years
- Opportunities to organise and / or participate in various challenges and activities for our nominated charity
- One paid day each year to volunteer for a charity of your choice
- Exclusive discounts at several high street outdoors equipment stores
- Exclusive HF discounts on flights and our holidays around the world
- Exclusive discounts on our UK holidays for your friends and family
- Opportunity to join a multi-award winning, forward thinking and passionate company who train, develop and celebrate individual, team and organisational achievements
- Unique opportunity to explore the great outdoors

To apply please forward your CV to: recruitment@hfholidays.co.uk