

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	Product & Affiliate Executive	Division/Team	Europe/Retail Product
Contract type	Permanent	Location	London
Date	12/02/2020	Salary/Range	£25,000 - £27,000 per annum depending on experience.

Context

VisitBritain is the UK Tourist Board, responsible for the marketing of Britain to the world. As the national tourism agency and a non-departmental public body we are funded by the Department for Digital, Culture, Media & Sport (DCMS).

VisitBritain/VisitEngland plays a unique role in building England's tourism product, raising Britain's profile worldwide, increasing the volume and value of tourism exports and developing England and Britain's visitor economy.

Main purpose of the role

The Product and Affiliate Executive role sits within the European/Retail Product division and operates within on our e-commerce platform, **VisitBritainshop.com**.

The role is key in maintaining and expanding the breath of experiences retailed in **VisitBritain Shop** website through effective product management and supplier and global affiliate relationships, working closely with **VisitBritain Shop's** Customer Service and Operations, Finance, Analytics, B2B and Online Merchandising teams.

Resource management and key relationships

Staff managed¹ N.A

Budget managed N.A

Reports to² Senior Product Manager

Key Relationships (and indication of level/nature of interactions)

- Daily relationship with the VisitBritain Retail team, including student interns completing their Industrial Placement at VisitBritain as part of the university degrees.
- Regular relationship with VisitBritain Customer Service & Operations team, Finance, Analytics, Legal, B2B and Online Merchandising teams.

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.

- Regular communication with existing and new suppliers retailed on the VisitBritain Shop.
- Regular communication with existing and new affiliates working with the VisitBritain Shop.

Main Duties	
1	<p>Client relationships</p> <ul style="list-style-type: none"> • Support the Senior Product Manager to maintain, develop and build upon current commercial relationships and enterprises to maximise e-commerce revenue generation. • Respond to queries from Product suppliers and Affiliates via the team inboxes, building a key account management log of each account accordingly. • Update and maintain a suppliers' database accessible and useful for the team and the organization (prices, contracts, product). • Maintain constant communication with our suppliers to source special offers and seasonal promotions whenever relevant, looking after revenue and profit implication according to campaigns throughout the year.
2	<p>Product management</p> <ul style="list-style-type: none"> • Work to deliver product updates, re-writes and repricing through regular updates and relevant processes as part of a team. • Work with the Product team and Analytics team on product updates, promotions, product schedule and issues log ensuring all shops are kept updated regularly and that revenue is protected. • Work with the Senior Product Manager, team and the Finance Department to spot check invoices when required. • Respond to queries from the VisitBritain Shop Customer service team managing expectations and resolving disputes / operational issues when they arise. • Work with the Senior Product Manager and the team to expand the product offering; proactively seeking venues in line with the growth strategy and get approval for addition to the shop. • Provide reporting on development and progress of selected product and special offers. • Creatively support the use of imagery and write copy for your new products to support the products on sale.
3	<p>White Labels and special products</p> <ul style="list-style-type: none"> • Works with the Operations team to find solutions to bring to live special additional products to live through our platform. • Monitor and development of white label business according to promotional activities. • Update products in a timely fashion ensuring that opportunities for this channel are maximised.
4	<p>Affiliates</p> <ul style="list-style-type: none"> • Manage assigned accounts, contacting selected partners accordingly. • Provide feedback on the findings from these contacts; proactively highlighting concerns and making recommendations to improve and exceed sales via these

	<p>agents.</p> <ul style="list-style-type: none"> • Ensure that reports relating to assigned accounts are correct and work with the Analytics team to resolve potential issues arising from these reports. • Use the affiliate reports to target accounts that are underperforming and promptly put together a plan to bring sales back up. • Work with Senior Product Manager to develop the scope of affiliate opportunities for VisitBritain and communicate results internally across the Retail division. • Ensure that all Shop affiliates receive the Affiliate newsletter by working with Merchandising team and that marketing collateral is up to date at all time. • Provide reporting for agreed measurements within the affiliates programme.
5	<p>Champion role & team working</p> <ul style="list-style-type: none"> • Maintain and build relationships with internal stakeholders across the business at all time, sharing knowledge and new learnings. • Works closely with members of the team, sharing existing and new knowledge when appropriate and working as part of the team at all times. • Liaise and build close relationship with other members of the division to ensure a member is always present at the operations meeting and in the office. • Work with other members of the Product team to ensure that inboxes and queries are replied on time and according to processes. • Work with the finance team to ensure all information are up to date at all times. • Support the content to the Merchandising Executive in the generation of commercial e-newsletters. • Represent VisitBritain Shop at selected travel trade events when applicable.

Person Specification	
Essential knowledge, skills and experience	
	Requirement
	Degree or equivalent– Commercial, business, tourism related disciplines with clear interest in e-Commerce.
	Customer services focused, with experience in maintaining and growing client relationships, negotiation, influencing and communication skills using all methods to a particularly high standard of written and spoken English.
	Excellent organisational and prioritisation skills, with great attention to details
	Understanding of e-Commerce trading activities and/or experience of tourism related disciplines (pricing, contracting, product edits etc.).
	Good standard of Computer Literacy Skills to include: <ul style="list-style-type: none"> ✓ Advanced Microsoft Office; ✓ Web Content Management System; ✓ Photoshop desirable.
	Knowledge of how to extract information via the web through research and analytical skills.

Essential personal style and behaviours	
	Requirement
	A proactive individual who is able to work effectively in a fast-paced environment whilst dealing with competing priorities and multiple team projects.

	An excellent team player who is able to work across teams and who is eager to learn and share knowledge with fellow team members.
	An excellent self-starter who is able to work on own initiative responsibly.
	Ability to build external and internal relationships displaying excellent client relationships, able to communicate at all levels within the organisation.
	Ability to communicate both verbally and written effectively within teams, across the organisation and externally in a professional manner, showing respect and openness.
	Strategic thinking, problem-solving and excellent attention to details.
	Display of commercial and Entrepreneurial focus and seeks continuous improvement.
	Able to fully embrace the organisation values and our strong passion for British Tourism.
	Problem solving attitude, focussed on finding solutions whilst managing risks.
	Creativity and Innovation including managing change and ambiguity effectively.
	Able to lead and influence by example, being a good Retail champion.
	Understanding that the role might require out of hours tasks when required (e.g. attending events).

Desirable requirements	
	Political Awareness and diplomacy skills including a good knowledge of British tourism.
	Evidence of working within international networks and of developing 'best practice' models.
	Business process, analysis and financial control experience.