

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 & Trade Executive	Division/Team	Europe/E-Commerce
Contract Type	Permanent	Location	London / Hybrid Working
Date	05/10/2022	Salary	Up to £28,000 per annum depending on experience.

Context
<p>The British Tourist Authority (BTA) is the national tourism agency and an accredited non-departmental public body funded by the Department of Digital, Culture, Media & Sport (DCMS) and trades under the name of VisitBritain/VisitEngland (VB/VE).</p> <p>VB/VE is a global organisation with 280+ people based in 17 different countries. VB/VE 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 Britain's visitor economy.</p>

Main purpose of the role
<p>The role is key in maintaining and expanding the breath of experiences (products) 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.</p>

Resource management and key relationships	
Staff managed¹	N.A
Budget managed	N.A
Reports to²	Senior Product and Trade Manager
Key Relationships (and indication of level/nature of interactions)	
<ul style="list-style-type: none"> Regular relationship with VisitBritain Customer Service & Operations team, Finance, Analytics, Legal, B2B and Online Merchandising teams. Regular communication with existing and new suppliers and trade partners retailed on 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 suppliers and trade partners via the team inboxes, building a key account management log of each account accordingly.

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.

	<ul style="list-style-type: none"> • 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 and repricing through regular updates and relevant processes as part of a team. • Brief Content, Platform and Operational teams on new products to ensure successful and timely delivery to the site. • Liaise with platform team and wider integration teams (e.g. TXGB) to ensure products and availability are accurately presented online. • 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. • Work with supplier to ensure we have inspirational imagery for product and site pages.
3	<p>Trade and Affiliate Support</p> <ul style="list-style-type: none"> • Support wider Product team to manage assigned accounts, contacting selected partners if required. • Provide feedback on the findings from these contacts; proactively highlighting concerns and making recommendations to improve and exceed sales via these agents. • Ensure that reports relating to assigned accounts are correct and work with the Analytics team to resolve potential issues arising from these reports. • Work with Senior Product Manager to understand and identify affiliate opportunities for VisitBritain. • 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. • If required, support content generation of commercial e-newsletters. • Represent VisitBritain Shop at selected travel trade events when applicable.

Person Specification	
Essential knowledge, skills and experience	
	Requirement
1	Degree or equivalent– Commercial, business, tourism related disciplines with clear interest in e-Commerce.
2	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.
3	Excellent organisational and prioritisation skills, with great attention to details
4	Understanding of e-Commerce trading activities and/or experience of tourism related disciplines (pricing, contracting, product edits etc.).
5	Good standard of Computer Literacy Skills to include: <ul style="list-style-type: none"> ✓ Advanced Microsoft Office; ✓ Web Content Management System; and ✓ Photoshop desirable.
6	Knowledge of how to extract information via the web through research and analytical skills.

Essential personal style and behaviours	
	Requirement
1	A proactive individual who is able to work effectively in a fast-paced environment whilst dealing with competing priorities and multiple team projects.
2	An excellent team player who is able to work across teams and who is eager to learn and share knowledge with fellow team members.
3	An excellent self-starter who is able to work on own initiative responsibly.
4	Ability to build external and internal relationships displaying excellent client relationships, able to communicate at all levels within the organisation.
5	Ability to communicate both verbally and written effectively within teams, across the organisation and externally in a professional manner, showing respect and openness.
6	Strategic thinking, problem-solving and excellent attention to details.
7	Display of commercial and entrepreneurial focus and seeks continuous improvement.
8	Able to fully embrace the organisation values and our strong passion for British Tourism.
9	Problem solving attitude, focussed on finding solutions whilst managing risks.
10	Creativity and innovation including managing change and ambiguity effectively.
11	Able to lead and influence by example, being a good retail champion.
12	Understanding that the role might require out of hours tasks when required (e.g. attending events).

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