

CARRIER

Head of Product

Level: Head of Department (board member)

Division: Product

Reports to: Managing Director

Hours/Term: Full Time

Location: Didsbury, Greater Manchester

Role Overview

Reporting to the Managing Director and a senior member of the leadership team, the Head of Product is responsible for leading, developing and curating a programme of category leading, highly desirable experiences for an evolving high-net-worth audience. Strategically minded and results-driven with a proven background in successfully growing luxury product niches, the successful candidate will lead and cultivate a creative, innovative and high performing product team. This role is pivotal to the success of the company and maximising profitability through astute negotiations, effective planning and pricing, alongside accountability for the company's highest profile supplier relationships.

Responsible for setting and delivering the product vision, we're looking for a strong leader who is forward-thinking and can guide a team to achieve desired ambitions. The individual will possess the skills and mindset to inspire and influence those around them to follow and support the product journey with a commitment to the engagement and development of people.

Areas of Responsibility

- Board level responsibility for the product portfolio performance and success of each programme
 - Setting the strategic vision and goals, developing growth initiatives and implementing effective plans to achieve
 - Forecast destination, property and product line volumes, revenues and profitability. Track performance and take action as required.
 - Developing and execute the product strategy across all product lines to achieve business goals and profit growth.
 - Curate an industry-leading programme which appeals to a wealthy audience and delivers exceptional experiences
 - Source products to maximise efficiency and commercial terms using a mix of direct contracts, DMCs, bedbanks and API feeds.
 - Lead high profile negotiations (and renegotiations) to achieve maximum commercial advantage.
 - Develop deep, trusted supplier relationships. Maintain effective two-way communication with suppliers so they are well-informed, engaged and keen to exceed the expectations of Carrier customers.
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- Create extreme value through product differentiation, private access and exclusivity which commands a premium position and price in the market. Develop a pricing policy which delivers targeted volumes and margin, whilst retaining our high-end brand proposition and market-leading status.
 - Staying ahead of emerging trends and anticipate future customer needs. Develop innovative new products which create market differentiation, additional revenues, and strong PR. Represent the company and brand as a thought leader in this space.
 - Secure supplier contributions in line with budgeted targets and product strategy. Work with internal teams to place suppliers into activity that meets supplier and business objectives.
 - Secure overrides from land and air suppliers where volumes permit.
 - Line management of a management team, developing their skills and experience. Leadership of the Product division, inspiring and engaging them to deliver your strategy.
 - Maintain excellent market awareness, keeping abreast of changes in destination and any impact on the Carrier portfolio.
 - Develop a format and plan for exciting internal product launches, ensuring all departments within the business understand each portfolio strategy. Equip all departments with the tools and information required to promote and convert sales.
 - Act as an ambassador for Carrier, ensuring suppliers hold the brand in the highest regard. Operate with integrity and professionalism at all times.
 - Working with group to ensure health & safety compliance and legal requirements fit with our business model. Lead and comply with all group health & safety compliance and legal requirements.
 - Conduct robust analysis to create and drive a product prioritisation model that delivers maximum profitability, meets the requirements of the brand and customer and ensures effort and investment is spent on the right product.
 - Oversee a training & educational programme which inspires and educates the sales teams and is aligned with the overarching product strategy.
 - Develop strong relationships with key internal stakeholders, collaborating with other Heads of Department to ensure all plans are aligned.
 - Develop a high industry profile, attend key events, conferences and build personal and brand credibility. Maintain a detailed understanding of the travel landscape, tracking new industry developments and trends.
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Your reports

Direct:

- 5 Product Managers
 - 5 Product Co-ordinators
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You will have

Essential

- Proven experience leading and developing a high-performing teams at senior management level with a strong record of negotiation, supplier relationships and improving commercial terms and profitability
- Excellent all-round knowledge of the travel marketplace, worldwide destinations, competitors and current trends
- Experience in budgeting and managing revenue and margins
- Proven ability to motivate, inspire and energise; highly adept at employee engagement
- Proven senior level experience and success in the luxury travel landscape with a network of high-level supplier contacts
- A strategic thinker, able to analyse, develop strategic solutions and execute plans for delivery
- Excellent communication skills, confidence representing the brand in high profile forums
- The ability to empower; allow the team freedom to achieve their goals

Personal Qualities

- Energetic, enthusiastic and motivational
- Charismatic and persuasive
- Articulate and comfortable communicating with suppliers and colleagues at all levels
- Inquisitive, entrepreneurial, innovative
- Flexible and adaptable, able to work in a fast-moving environment with changing priorities, able to solve problems quickly and effectively
- Responsible, reliable, trustworthy