



Job Title: UK Walking Product Manager

Location: HF Holidays Ltd, Redhills, Penrith, Cumbria, CA11 0DT

Contract: Permanent Contract.

Hours of work: 37,5 per week, Monday to Friday, 9.00am to 5.30pm

Salary: £28,000 – 35,000, depending on experience.

Job brief:

Our UK Walking holidays are at the heart of our organisation. For over 100 years we have operated holidays from our Country House hotels throughout the UK.

The aspirations of our guests continue to evolve, and we continue to develop new holidays to suit the next generation of guests.

This role oversees these 'next generation' products:

- Outdoor Escapes – active walking weekends targeted directly at working-age guests
- Self-guided walking holidays
- Challenge Weekends
- Limited edition holidays
- Family Walking Adventures

Our Product Managers take responsibility for the operational delivery and development of our holidays. The aspirations of our guests continue to evolve, and our Product Managers are at the forefront of adapting our holidays to improve their desirability and profitability.

The roles' responsibilities:

Product Development

- Improving existing holidays, particularly to meet the needs of our 'next generation' guests
- Reviewing guest questionnaires and leader reports, following up quality issues with suppliers.
- Developing new holidays that meet the needs of new audiences
- Helping to evolve the culture of our organisation to better meet the needs of new audiences

Marketing & Sales

- Working with our Sales & Marketing team to promote our holidays effectively in our brochures, website and direct mail
- Ensuring that our website is always up to date and accurate, and promoting holidays to best effect
- Instigating sales initiatives where appropriate
- Produce articles for our e-newsletter, leader e-newsletter and Members magazine
- Working with our Sales & Marketing team to develop new communication channels with both new and existing guests

Operations

- Planning detailed itineraries, in conjunction with our leaders and suppliers
- Production of Leader briefing notes and despatch materials to Leaders, and update the contents of the leader intranet

- Reviewing the viability of holidays; instigating sales initiatives and cancellations as appropriate
- Responding quickly to operational issues as they arise.
- Replying to guest correspondence and complaints
- Production of information sent to guests.
- Overseeing risk assessment and safety of holidays

Other

- Participation in Leader conferences and assessment courses as appropriate.
- Providing training to our front-line sales team and leaders
- Visiting new and existing holidays as appropriate.

Requirements:

- Self-motivated
- Hard working with attention to detail
- Ability to think strategically and apply research findings
- A flair for communicating a passion for these holidays, both internally and externally
- Time management with the ability to manage projects and meet deadlines
- A keen interest in walking and outdoor activities
- Knowledge of the UK's best walking areas

About the company:

HF Holidays is an Award-Winning Travel and Hotel Company and the UK's largest Walking & Outdoor holiday provider.

We own and operate 18 UK Country House Hotels and inspire our guests to travel to six continents around the World.

Our story began in 1913 and we currently employ a team of around 500 and specialise in providing Walking holidays in the great outdoors in the UK, Europe and Worldwide.

Looking after our guests and team is at the heart of everything we do, and our mission is to provide shared holiday experiences which inspire friendship, fun and an active enjoyment of the great outdoors. Because, we believe that among the things that matter most in today's busy world is an appreciation of natural beauty, a love of the open air, and the joy of fellowship with one another.

We aim to achieve our vision by applying the following values:

Trusted, Collaborative, Exceptional Experiences, Ownership, Inspiring, Passionate and Fun.

Package:

- Competitive salary.
- 1-week Familiarisation Visit at one of our 18 Country House Hotels each year.
- 28 holidays inclusive of Bank Holidays rising to 33 after 2 years.
- Free Professional Training and development courses with ongoing in-house support.
- Free carparking.
- Cycle to work scheme available.
- Discount at outdoors Equipment Stores.
- Discounts on our holidays throughout the world.
- Discounts on our holidays for Friends and Family.
- Unique opportunity to explore the Great Outdoors.

To apply please send your CV and Cover Letter to: recruitment@hfholidays.co.uk

For more details please call: 07864923665