

## Name | Japan Product Manager

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Branch:	UK
Work location:	Office/home
Reports to:	Global Head of Product & Commercial

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### Our Values

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In everything we do at Inside Travel Group, we strive to deliver a Quality and Friendly service with Integrity, Determination and Passion using our collective Knowledge. This is at the heart of the organisation, and the company looks for every individual to demonstrate this daily.

### Leadership & professionalism

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Inside Travel Group encourages everyone to take personal responsibility for leadership within the organisation. Each member of the team is expected to exemplify the company values through their work and professional conduct. We expect everyone to set an example to those around them and to be conscious that they are representing the company when working with customers and partner organisations.

### Job Purpose

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To ensure we are providing a commercially viable, sustainable, and marketable product offering that maintains and further develops our market leading position in the Japan travel sector for both tailored and small group tours.

### Relationships and who you will be working with

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This is a highly collaborative position and will have multiple touchpoints with other teams and functions. Here are a few of the key relationships that you will be working with on a regular basis:

- Global Head of Product
- Global Sales Team
- Global Marketing
- Booking Delivery and Operations Teams
- Product Leadership Team
- Insiders (our team of expert Tour Leaders on the ground in Japan)
- Key Suppliers

### The Role

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Providing the best product for our customers is at the heart of everything we do at Inside Travel Group, and we are all about providing an experience that exceeds expectations.

We are market leaders for 'cultural adventures' in Japan and you will play a key role in ensuring we remain ahead of the growing competition.

We deliver our trips in Japan through two core product lines: Self-Guided Adventures and Branded Small Group Tours.

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You are accountable for ensuring that our product lines are of a high quality and are attractive to our customers, and for ensuring that the sales team has the materials and right product for them to hit their sales targets. This includes ensuring that our websites and brochures are showcasing our best product, and that the building blocks of product are all in place for our travel consultants to create tailor-made itineraries.

Our market leading and award-winning InsideJapan Branded Small Group Tours will be designed and curated by you and your team working in conjunction with our Insiders and Operations team. This will include annual tour dates releases and pricing exercises. Similarly, you will be accountable for the review and development of our Self-Guided Adventures.

Our client documentation is also an important part of our product and service, and a differentiator in the market. You will be responsible for curating the Destination Guides and General Info documents.

Our product needs to be competitively priced whilst being a win-win for our suppliers. You will ensure we have a solid commercial process in place for selecting product, working with suppliers, and negotiating rates. You will own the key supplier relationships – those with which we do most business and which are key to our offering.

Sustainability and the Health & Safety is a core consideration. You are accountable for the H&S audit process for Japan product, and for ensuring our product balances people, profit, and planet in line with our B-Corp ambitions. We are a caring company, and this value should be held dear in relationships with our suppliers, customers, and all other stakeholders.

For product research and development (R&D), you will be able to leverage our unique position of having our own operations office and Insiders to ensure that our product is up to date and innovative and that we are on top of the latest trends in Japan. You will have your finger on the pulse and always know what is going on, what's hot and not, ensuring we incorporate this into our cultural adventures.

The customer feedback loop is another key area that you will be heavily involved in and taking a vested interest in as this will help you understand what our clients are looking and asking for and what everyone thinks about it. This essential feedback works its way back into the product development and refinement cycle.

You and your team will oversee the planning of familiarisation trips for our staff including the annual 'mega fam' trips and will make sure that these trips integrate with the product R&D strategy. We want to create a buzz around our product externally and internally, so working closely with the marketing and sales teams will be key.

You will be in constant collaboration with the Marketing team and are accountable for all the correct, factual, accurate content that we supply them across all our client facing assets. You will also provide them with product and experiences that support their campaigns and activity, giving them the best opportunity to generate leads, whilst gaining insight from them as they survey and engage with our customers for feedback.

You will oversee the delivery of destination training to the sales teams ensuring that it informs, excites, inspires, and engages them with the product offering.

A strong relationship between Product and the Booking Delivery Team (BDT) is key to the success of delivering our product. You are accountable for providing error free and up-to-date supplier information needed for booking services and making reservations.

To the wider company, you will oversee Japan Product updates and department news and changes through our Teams and SharePoint channels.

## Level of budgetary responsibility

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You will have a high level of budgetary responsibility, working with the Head of Product. You will be actively involved in the annual budget plans for your department.

## Outputs

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- The Japan Product strategy, annual plans, and quarterly 'rocks' (goals)
- The Japan Product SharePoint for communication with the rest of the business
- Annual review and pricing of the Branded Small Group Tours
- Periodic review and refresh of our Self-Guided Adventures
- Accurate, attractive, and commercially viable brochure and website materials
- Competitor reports – commissioning, actioning, analysis and reporting
- Training materials and presentations to various teams
- Product booking data analysis and reporting – linking up with Marketing and Sales to complete the triumvirate of information sharing
- Internal process documents – the guides on how we do everything and keeping them up to date
- Leading and delivering a high performing, motivated team

## Main tasks and responsibilities

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- Implementing and delivering the Japan product strategy and 'Business as usual' planning
- Product development - Overall responsibility for creating and curating product that is marketable, commercially viable, meets our sustainability guidelines, and exceeds client expectations on the ground across our product ranges and sales channels
- Japan Product Research and Development, focused on the core product and incorporating sustainability, quality, safety, and attractiveness to our market segments
- Excellent relationships with suppliers and keen understanding of the commercial goals
- Making sure that the contracting and rates administration is running smoothly
- Ensuring the product database is well maintained for itinerary building for our travel consultants and for our group tours
- Team management – weekly check-ins, appraisals, staff development, team building
- Training – product training, department introductions and on-boarding
- Recruitment of other team members
- Regular competitor and competition analysis
- Annual Health & Safety audits
- Quality control/ Health & Safety of products (hotels / experiences / guides) that we sell
- Oversee product for brochures and website
- Oversee product database maintenance
- Oversee information that is disseminated into our client documentation
- Companywide communication on what we are selling and providing visibility on what we are working on
- Liaise with and set up suppliers: Experiences, guides, flights
- Overseeing familiarisation trip planning and delivery

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- Accurate, factual, up to date content to be supplied to various teams: sales, marketing, booking delivery

### Required experience and key skills

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- **Team management:** able to build and motivate the team to get business as usual and projects delivered to a high standard
- **Personal development skills:** have a vested interest in your own personal development and be a key driver of extracting this from your team and inspiring them to develop
- **Collegiate collaborator:** Able to cut across the Global business matrix, working with your leadership team, immediate team, and other managers effectively to plan product development in tandem with marketing strategies and sales requirements needs and to work in project groups across various departments
- **Great communicator:** able to excite team members and the wider company about product and engage effectively with other teams and managers. This is all about inspiration and leadership
- **Excellent problem-solving skills:** Being able to identify risks or blockers and put plans in place to help tackle them effectively
- **Strategic thinker:** ability to input on the 'bigger picture' plans, take them to implementation, and inspire the team to understand the goals and get their buy-in
- **Planning and commercial acumen:** able to understand and implement the commercial strategy, communicate it to the team and plan workloads accordingly to deliver the optimum outcome
- **Japan experience:** Understanding of Japan, how it works, what it's like, have a vested interest in how we match what we curate to what clients want, plus a vision of being on a team that actively markets, sells, and delivers the experience to each client
- **Excellent command of written English:** collaborating on the content that is supplied through our database, website, brochures, and documentation

### Desirable attributes

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- Proven knowledge and interest of Japan and a love of travel and
- Japanese language skills: at least a basic level and ideally a higher level of Japanese
- Ability to prioritise and get things done in a 'busy' environment
- Positive outlook and a resilient nature
- A natural collaborator who can bring people together to achieve a common goal
- Patient and calm

### Beneficial experience and skills

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- Good database skills: able to understand and use product database systems
- Presentational skills: able to put together effective presentations and lead training sessions
- Data analysis: able to analyse and understand sales data to inform product decisions

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## Pay and Conditions

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<b>Base Salary</b>	From £38,000-£42,000 dependent on experience
<b>Hours</b>	37.5 hours per week
<b>Holiday</b>	25 days paid annual leave, rising to 28 days (plus statutory bank holidays) and paid leave for your birthday
<b>Pension</b>	3% employer pension contribution to workplace pension
<b>Bonus</b>	A discretionary end of year bonus relating to performance

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Candidates will need to have the unrestricted right to work permanently in the UK. For this position we are unfortunately unable to sponsor visas. At ITG, we will consider requests for flexible working on hiring.

**Probation period:** 6 months, which can be extended by 1 additional month if necessary.

*There may be occasional opportunities to travel for research purposes.*

If the above role is of interest, please apply now by sending an up-to-date CV and cover letter to:  
[jobs@insidetravelgroup.com](mailto:jobs@insidetravelgroup.com)

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## About Inside Travel Group

Inside Travel Group is a specialist tour operator whose head office is in Bristol, UK, with sales branches located in Boulder, Colorado and Brisbane, Australia, and an operations branch based in Nagoya, Japan. The company consists of specialist travel brands, InsideJapan Tours which was established in 2000 and InsideAsia Tours which specialises in travel to Asia.

The multi-award winning InsideJapan brand is one of the world's largest and most respected independent providers of travel to Japan. The company offers unique group tours, tailored travel, and cultural experiences that few get the chance to discover.

Our team have had years of experience living, working, and travelling in destination countries, and we offer unrivalled advice and support, whatever the customer's budget or personal interests. Our holidays give people the chance to experience both the popular and little-known aspects of Japanese and Asian culture, giving customers an insight into the diverse character of the countries we love.

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## Work Culture

You will be working in a vibrant office with a talented team of employees all with a passion for destinations, a belief in the brands and a powerful sense of collective values and purpose. Our work culture is supportive, creative, and dedicated and is at its best when we all try to lead by example; the more you put in, the more you and the team get out, and it will be important that you play your part.