

ENTRÉE DESTINATIONS

Position: Director of Product
Type of Position: Full Time – 40 hours a week, Monday to Friday.
Location: Home office or Vancouver BC, Canada
Reports to: President and GM
Salary Range: \$75,000 - \$90,000 plus company bonus **The higher end of this range is only offered to candidates with required experience in these specific duties at other companies.*

Direct Reports:

- Contracting Manager
- Documentation Manager (for product-related work)

This position works in close collaboration with the Business Systems and Technology Manager

Job Description

The successful candidate will shape the product portfolio offered by Entrée Canada and Entrée Alaska. You will own all aspects of developing, creating, contracting, negotiating and merchandising our product portfolio, including making any ongoing improvements and changes needed to keep us as a leader in offering one-of-a-kind itineraries in our destinations. This also includes fostering and maintaining meaningful partnerships with our supplier partners.

Product Strategy, Packaging & Portfolio Management

- Oversight of the entire product line offered by Entrée Canada and Entrée Alaska.
- Collaborate with Business Systems and Technology Manager (BSTM), General Manager, Controller and President to successfully achieve company goals and to ensure accurate pricing translates through all departments to Finance.
- Partner with Team Leads/Directors, supporting communication and efficient processes between all departments.
- Oversee partnership and product rollouts or changes, ensuring clear communication during launches and operational changes.
- In collaboration with BSTM, develop and maintain standards for new suppliers (templates, expectations, onboarding).
- Ensure the product mix meets sales and operational realities while supporting revenue objectives and Product Team's capacity.
- In collaboration with BSTM, ensuring the Entrée website and all associated costing modules are up to date with current pricing.
- Responsible for the design and line-item inclusion for all pre-costed modules, supported by BSTM for costings. This includes sales requested modules, supplier modules and web products.
- Responsible for content, appearance and pricing consistency across distribution channels and third-party websites.
- Oversee destination content updates, including Days at Leisure and Dining Recommendations, within guest travel documentation.

Product Team

- Oversee and enhance culture on Product Team, improving and innovating on our approach.
- Responsible for leading, coaching, supporting and developing the Product Team, fostering accountability, collaboration, and continuous improvement
- Build a performance-driven culture.
- In collaboration with BSTM, facilitate Product Team meetings, coordinating agenda and logistics and collecting any challenges to communicate to Team Leads/Directors. Bring in other team members to meetings as necessary.
- Recruiting and hiring Product Team in collaboration with BSTM and GM

Partner & Supplier Strategy

- Lead supplier relationship strategy across the full partner lifecycle, fostering strong, mutually beneficial relationships that support product quality, service excellence, and commercial success. Our goal is to be their favorite client.
- Responsible for envisioning new product opportunities and creation of new product, venturing beyond the cookie cutter. Our end goal is to be the leader in showing the world the best that Canada and Alaska have to offer in a refreshing way.
- In consultation with Sales, track market demand and translate it into commercially viable product, continuously refining products to improve competitiveness and margin.
- Define and manage product offerings, including seasonality, duration, inclusions, positioning, and pricing structures, in collaboration with Sales and Operations.
- In consultation with the President, approve new product sourced by Sales Managers prior to company selling.
- In collaboration with Marketing, develop Product merchandising strategies and implementation including, but not limited to seasonally focussed product development and marketing. Responsible for the Product to marketing pipeline.
- In collaboration with the President and all team members, envisioning, developing and merchandising new product for us to offer our audience. Initiate communication with new suppliers before directing Contracting Manager to begin the contracting process. Oversee and support Contracting process.
- In collaboration with contracting ensure we build and maintain strategic supplier and trade partnerships that strengthen brand position, product quality, and profitability.
- Lead supplier performance reviews and continuous improvement initiatives, providing feedback and identifying opportunities for growth, innovation, and operational excellence.
- Represent the company in supplier negotiations, establishing long-term collaboration frameworks that protect margin and client experience (For T&C, insurance or high-risk agreements, President and/or GM will manage). Manage supplier relationships or negotiations when escalated.
- Attending product related tradeshow, like Rendez Vous Canada and Alaska Tourism Industry Association.

Product Process, Product Loading & Risk Management

- In collaboration with Sales, Operations, Marketing and Finance, determine what products are loaded and set Product Loading priorities and instructions to meet internal standards and the needs the other departments. Ensure the sales team is properly enabled to sell with accuracy. Collaborate with BSTM on rate loading fulfillment.
- In collaboration with BSTM, maintains awareness of product loading team progress and workload to support smooth delivery.
- In collaboration with BSTM, develop product processes and strategy for contracted and non-contracted suppliers, balancing nimbleness, profitability, scalability and risk. BSTM responsible for technical component, Director of Product responsible for strategy.
- Oversee supplier risk management programs, including insurance requirements, compliance tracking, and the collection and maintenance of supporting documentation.
- Support company insurance renewal processes by coordinating supplier information and risk-related documentation in partnership with the General Manager and Product staff.
- Provide oversight of supplier agreement administration, ensuring contracts are collected, tracked, maintained, and renewed as required.
- In collaboration with the BSTM, identify and drive continuous improvement opportunities across inventory processes, workflows, standards, processes and system capabilities.
- In collaboration with BSTM, identify when contract, rate details or services may impact profitability, operations and/or guest experience, manage changes in the system and advise other departments as necessary.
- Together with Team Leads/Directors, develop and maintain product processes, training materials and manuals as needed, providing the tools and the environment for Product Team to work effectively.

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Revenue Ownership & Commercial Performance

- Responsible for margin allowed by contracts; this includes negotiations and promotions.
- In collaboration with BSTM for system design, oversee integration of performance metrics (conversion, margin, loading priorities) into product decision-making.
- Track and own revenue performance across all product lines including setting pricing strategy and margin targets in collaboration with sales, and collaborating with marketing on seasonal or promotional strategies.
- In collaboration with the BSTM, define and develop KPIs including revenue, conversion rate and margin and track sales as a collective across products and each individual sales manager's numbers to identify training opportunities to optimize commercial performance. Use KPI's to enable data-driven decision making for product strategy. BSTM responsible for technical component, DoP responsible for strategy and ongoing management.
- Identify high-value product growth opportunities.
- Responsibility for profitability on each product sold.
- Monitor booking trends, product utilization, supplier performance, and demand forecasts to identify risks and opportunities.

Sales, Marketing and Operations Enablement

- Collaborate with Team Leads/Directors, supporting communication and efficient, consistent and accurate processes between sales, product, product loading, operations and finance.
- Collaborate with Team Leads/Directors to understand their product needs and work with BSTM to keep information in the system reliable for day-to-day use. Be the contact for Product with the Sales, Marketing, Operations and Finance teams to ensure their needs are prioritized and met accordingly, while balancing the needs of other impacted teams.
- Represent Product on process-related projects collaborating with technology, Marketing, Operations, General Manager, Controller.
- In collaboration with DOS and BSTM, ensure that Sales has the tools they need to sell the product.
- Once new products are conceived, feeding them to the Marketing team for our release and collaborating with marketing on product merchandising and successful product launches.
- Training, guiding and coaching all relevant team members on all products offered, this includes arranging staff training sessions to fill all gaps in product knowledge, strategically deciding on which suppliers we set up trainings with and who attends.
- Track operational success to ensure supplier performance meets Entrée's standards and Operations Managers are properly trained. Where there are gaps, implement solutions.
- In collaboration with BSTM, oversee the training and development of new hires, with regards to product.
- In collaboration with President, Controller and GM, oversight of all FAM trip budgeting and orchestration of all FAM trips.
- Coordinating or directing coordination of FAMs for Sales Managers & tracking and approving Fam follow ups.
- Attending FAM trips from time to time, in line with product development requirements.
- In collaboration with DOO, act as the senior escalation point for complex client, supplier, or partner matters, especially as related to costings, terms, margins and Canada product.
- Responsible for the success of sales and operations as it relates to optimizing product success.

Touch the Guest

- Support the Company to Enhance the guest experience: at every contact point ask if we are doing everything we can to make it easy for our guests to work with us and to touch the guest. **Every interaction is an opportunity to impress.**
- Responsible for sound proposals with minimal errors. Every service we sell is available, possible, profitable and correct.
- Shared responsibility with DOO and DOS for successful trips and a smooth guest experience.



- Above all, our focus is *touch the guest*, nothing is more important to us than guest satisfaction and all staff are expected to always have our guest's needs as their top priority.

Skills and Qualifications required

- 3+ years in a similar position within the travel industry
- Expert knowledge of Canadian and Alaskan luxury travel product and product pipeline from conception to merchandising.
- Experience owning product, revenue, or marketing performance
- An understanding of how the travel industry works, including domestic and international wholesale and retail distribution
- Commercial acumen in pricing and revenue optimization
- Strong digital marketing and conversion expertise
- Proven ability to lead cross-functional teams
- Strategic and hands-on approach
- Ability to work independently and collaboratively in a hybrid or remote setting.
- A natural ability to build trust and long-term relationships.

Who you are

You are a product thinker, marketer, and commercial leader who can design, price, position, and sell travel experiences effectively while leveraging data and technology to drive performance. You are not afraid to be hands on, in the trenches with your reports and co-workers.

What We Offer

- Vacation plus paid time off
- Competitive compensation and company performance bonus
- RRSP matching program
- Extended health and dental benefits (cost-shared)
- Paid or banked overtime (with approval) when necessary
- Flex time, work the hours that best suit your needs with a minimum of 6 hours worked between 8:30 am - 5 pm
- Hybrid and remote work opportunities (work where you are!) with a Gastown Vancouver-based office available
- Computer stipend
- A supportive and inclusive workplace culture
- Fun team environment with company celebrations and social events
- Access to Canadian travel industry discounts

Entrée Destinations is committed to fostering a workplace where all are welcome, regardless of race, ancestry, political belief, religion, family status, disability, sexual orientation, gender identity or expression, or age.

If you are looking for a role where standards are high, collaboration matters, and your work directly shapes extraordinary guest experiences, we would love to hear from you.

To apply, please forward your cover letter and resume to: careers@entreedestinations.com.

Position will stay open until filled.

We regret that due to the volume of applications, only candidates selected for interviews will be contacted.