



The company is continuously focused on innovative improvements and quality, not freedom in achieving success through their own preferred approach.

it, and travelgenio.com, VakantieDiscounter is a stand-alone company and works fully independently.

### ABOUT THE **VACANCY**

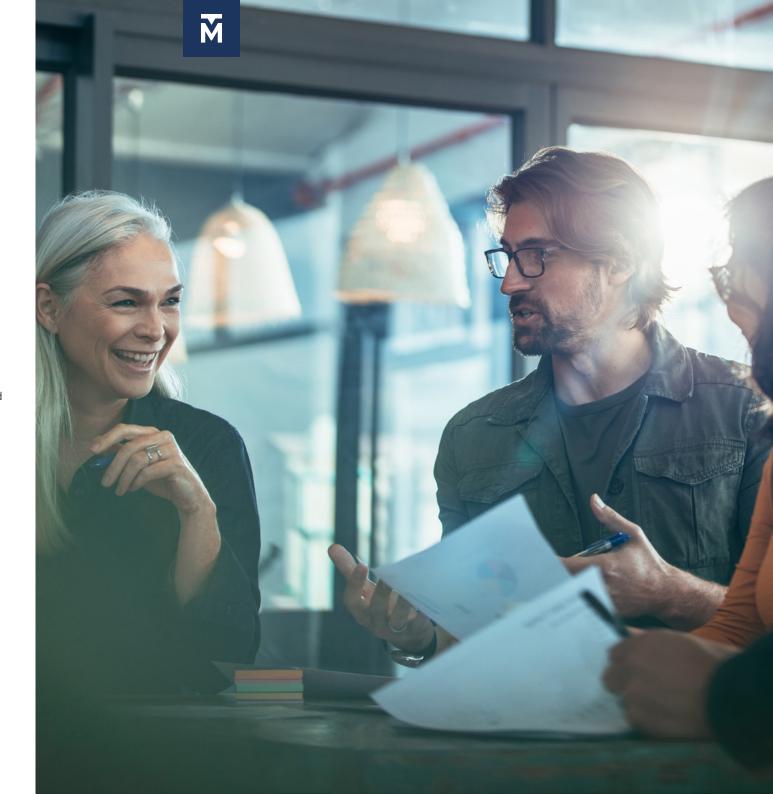
# HEAD OF PRODUCT

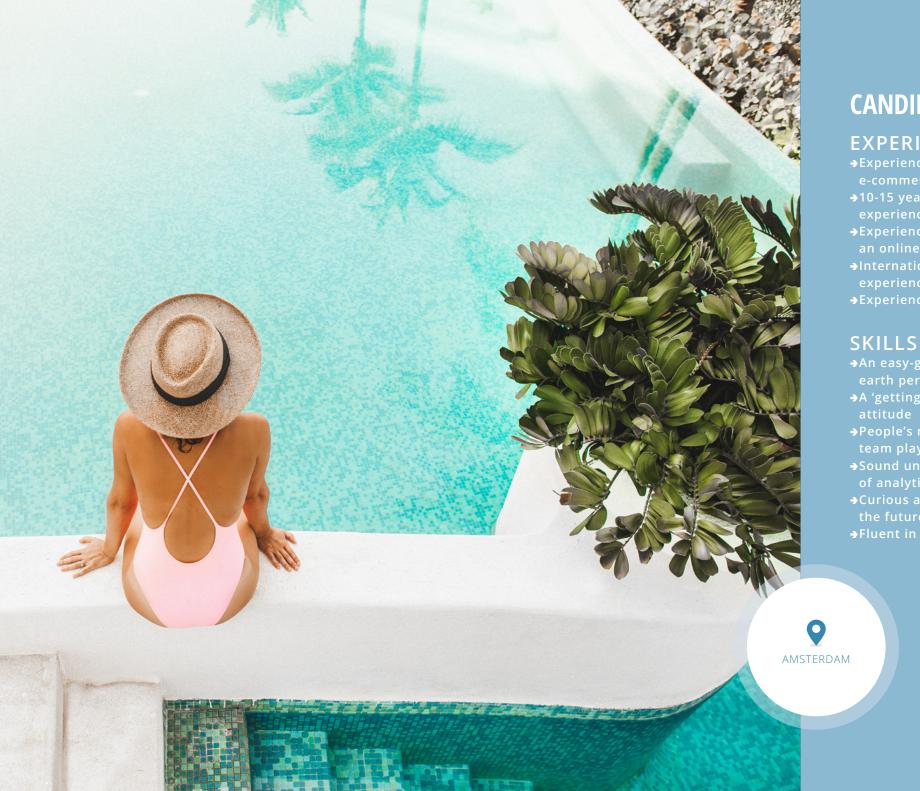
he Head of Product is part of the management team of VakantieDiscounter, together with the heads of Finance, IT, Supply, Operations, and Marketing, and leads a team of 5 Product Owners. These Product Owners are engaged in web development, supplier connections, data science, back office, while the Head of Product is responsible for the website.

For the planned international growth, the Head of Product will also further expand the Product team, establishing a well-oiled machine with the primary purpose of offering the customer the smoothest customer journey possible.

The Head of Product is responsible for designing the process and creating the roadmap for the future of the website, aligning with internal stakeholders along the way. This also requires a vision as to where to take the website, considering the ever-changing needs of customers and suppliers. From a technical point-of-view, the Head of Product acts as a project manager on innovations. Close cooperation with the Head of Marketing and the CTO is expected.

The Head of Product has the chance to grow in seniority through the company's international growth and the further expansion of the product team. This is an exciting time to join the Dutch leader in online travel and take the core of its business - the website - to the next level, internationally.





# **CANDIDATE PROFILE**

### **EXPERIENCE**

- an online business
- →International / cross-border

- →An easy-going, down-to-
- →A 'getting things done'

- the future

engaged and that they work together towards something beautiful.

For each country, the International Social Media Manager formulates objectives and helps in coming up with a way of how to achieve them within the boundaries of the overarching strategy. He/she takes into account the differences between the countries. For example, Facebook Messenger is a very important channel in France, while WhatsApp is more important in the Netherlands. The International Social Media Manager also monitors the latest developments and responds quickly to new emerging channels.

### INTERNATIONAL COORDINATION

In the past, the Community Managers in the various countries took care of their social media communication themselves. It is up to the International Social Media Manager to ensure that the countries contribute enthusiastically to the development and implementation of the international strategy. He/she ensures that there is more cohesion between countries, while at the same time leaving space to respond creatively to the individual character of the local market.

### **EXPERIENCE**

- → Higher Professional Education or higher in commerce or marketing
- → 3+ years' professional experience in the field of social media
- → Experience with organic social media marketing
- → International experience





# CONTACT



MARTINE FRANCKEN
CONSULTANT
martine@topofminds.com