



Job title:	Product Manager	Employment status:	Full time
Department:	Marketing	Job Location:	Hanoi, Vietnam
Report to:	Marketing Director	Manages others:	Product Executive

Position purpose:

To review, manage and develop current Buffalo Tours products to optimise sales, profits and guest satisfaction. To develop attractive and profitable new products for Buffalo Tours in Vietnam. To oversee and co-ordinate the development of new products in Cambodia, Laos, Thailand and new destinations.

Responsibilities:

1. Manage existing Buffalo Tours products in Vietnam:
 - a. Evaluate and improve existing products to optimise sales, profits and guest satisfaction
 - b. Ensure that all products & trips have Standard Operating Procedures and all trips have comprehensive, standardised trip notes
 - c. Monitor and regularly audit products to ensure compliance with Buffalo Tours' health, safety and responsible tourism standards
2. Formulate and implement product development strategy: research, develop, forecast and implement new products in Vietnam
3. Oversee all BT product development in Cambodia, Laos, Thailand & new destinations with the assistance and input of Country & General Managers and Operations
4. Price existing and new products
5. Manage production of trade and consumer brochures
6. Recruit, manage and train all Product staff including office and adventure field staff in Vietnam
7. Work with Responsible Tourism to develop, implement and manage the Responsible Travel programme in Vietnam, and ensure that all relevant products operate in accordance with the programme
8. Maintain awareness and carry out regular analysis of destination, local, market, competitor and general product developments & travel trends in south-east Asia and worldwide

Qualifications and skill requirements:

- Graduate
- Fluency in English
- Computer skills including fluency in Microsoft Office

Years of experience:

- At least 4 years' experience in a relevant field
- Experience working as a Tour Guide/Leader in South-east Asia

Desired Characteristics:

- Passion for travel Buffalo Tours style
- Passion for cultural activities of the region
- Excellent communication and writing skills
- Excellent interpersonal skills across a variety of cultures
- Able to work comfortably and professionally in the office and in the field
- Able to problem solve and make decisions
- Able to work independently and in a team
- Able to work under pressure and juggle multiple tasks
- Flexible and able to work with uncertainties and changing priorities
- High level of attention to detail
- Enthusiastic about providing the best possible service to Buffalo Tours' clients

Other requirements:

- Willingness to travel extensively in South-east Asia and worldwide
- Able to work flexibly including outside office hours when required

Remuneration package

A competitive salary, benefit and career development will be offered for qualified candidates commensurate with the responsibilities and qualifications. All applications will be treated in strictest confidence.

HOW TO APPLY:

Please send us your resume and cover letter in English to:

Ms. Ninh Hanh

Human Resources Manager, Buffalo Tours

94 Ma May, Hanoi, Vietnam

Email: nhanh@buffalotours.com

Deadline: 15 March 2012