

JOB DESCRIPTION

Job Title:	Group Corporate Communications Manager
Reporting to:	Chief Executive Officer
Department:	Executive
Hours:	22.5

Company Background

Hotelplan is a large pan-European travel group headquartered in Switzerland, under the ownership of Migros, the leading Swiss co-operative retailer.

In the UK, Hotelplan is a well-established and diverse family of specialist tour operators, with a long tradition of developing and operating market leading experiences. Our teams are incredibly passionate about working in travel and creating holidays that exceed the expectations of our discerning and loyal customers, many of whom travel with the company time and again.

The Hotelplan UK family of brands includes ski, walking & Lapland holidays with Inghams, family skiing with Esprit Ski, winter magic with Santa's Lapland, small-group adventure travel with Explore Worldwide and self-guided walking holidays with Inntravel. Our teams are based in two UK offices (Farnborough and outside York)

Sustainability and Responsible Tourism is at the core of everything we do, and should be a passion for everyone employed by the group.

Our vision - *"To be the most loved travel company in our markets, famous for customer experience and sustainable travel"*.

Role - how will I be helping to deliver our vision?

Our ambition is to create a family of specialist holiday brands with a single shared vision. This role will be integral to achieving this ambition, by defining how we use the collective power of the brands to amplify our voice - communicating our corporate messaging to internal and external audiences. This is a new role reporting into the UK Group CEO and the output will look like:

- Recognised as an ambassador for our shared vision, purpose and values at Group level, and supportive ally of each business unit
- Strategic counsel with key stakeholders to develop and implement a corporate communication strategy for the Hotelplan UK Group, which complements individual brand identities
- Being a story-teller at heart, creation of communications that go beyond the functional to engage and inspire (aligned to our values). Collaborating with each of the brands to find the stories that bring our vision to life
- Consistent tone of voice and clarity of messaging for internal and external communication
- Pro-active collaboration with the PR teams of each business unit to deliver strategic PR initiatives and distribute key messages to trade, business and consumer press which generates media coverage
- Increased visibility of the many incredible initiatives and achievements happening across the business by sharing updates on the relevant platforms, such as LinkedIn and Hotelplan UK Group intranet/website

- Sustainability & Reputation Management – build the reputation of our business by identifying opportunities to raise the profile of our group of businesses/brands (such as securing external opportunities for our leaders to speak as experts) and increase our visibility and credibility in the field of sustainable travel
- Working with the Group Sustainability Director to communicate and promote our sustainability strategies and initiatives externally and internally
- Working with the HR Director to communicate and promote our diversity, equity and inclusivity strategies, and employee benefits, with a view to attracting new talent to the business
- Communications training and guidance for business leaders delivering functional strategies that require communication and content development
- Communication of Financial results and other corporate data/announcements in a format which is engaging for all audiences, working with internal and external stakeholders and resources
- Leadership of corporate agency relationships

A typical working day

You will balance your working week across the office and home, checking in with the people you are collaborating with on key communication initiatives for the Group.

You will spend time with the CEO developing a communication's framework and implementation plan.

You may also be writing a communication about our sustainability progress, or meeting with key stakeholders to discuss initiatives about new communication channels that will develop employee engagement and communities.

Later in the day, you will spend time with the CEO to discuss opportunities to strengthen the Group's impact and industry presence. At some point you will join some of your colleagues from each of the business units for a discussion about what is happening in the different brands.

Am I the right person for this role?

This is a perfect role for someone who loves brands with a purpose and is passionate about doing the right thing for our planet and the communities you work and live in. You will thrive in a varied role and getting beneath the skin of multiple brands to understand how they fit together at a Group level.

You will have experience in delivering communication strategies at a Group level, working closely with Executive teams on internal and external content. A passion for projects, driving employee engagement and supporting key stakeholders develop their corporate communication plans is a must.

We are an equal opportunity employer. We believe that a diverse and inclusive team working in a supportive environment is vital to the success of our work. We particularly welcome applications from disabled and Black, Asian and Minority Ethnic (BAME) candidates as well as from LGB, Trans and non binary candidates.

HP Group Values

- We **love** what we do- we are passionate travel people and take pride in serving our customers
- We are **courageous**- in our goals and ambitions, acting fast to adapt, innovate and have a learning mindset
- We **trust** each other- we are reliable, fair and transparent, empowering our people to do what is right
- We are **strongest** as a team- achieving our goals together, helping each other and celebrating our wins together
- We do the **right** thing- acting responsibly towards our environment, the planet, society and our business. Taking ownership of the impact of our actions.

The small print

This Position Description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements, and you will also be expected to undertake such tasks as are reasonable and relevant to the scope of the post. Job descriptions will be regularly reviewed to ensure they are an accurate representation of your role.

Date of Description: 23rd February 2023