

Product Team September 2022

We play the role of trusted advisor, sharing the voice of the customer, acting as facilitator, identifying and presenting the opportunity. Our role is to identify and showcase 'what good looks like as product guardian to help drive product/experience development to leave visitors with lasting memories. The partnership approach will help raise productivity and develop a year-round visitor economy.

<p>Meryl Laisney Head of Marketing & Product meryl@visitjersey.je</p>		
<ul style="list-style-type: none"> • Leadership and management of the marketing and product team. To direct, motivate and develop and drive best-in-class marketing behaviours and performance. • Defining marketing, product and events strategy that aligns with Visit Jersey's vision and objectives and 2022 Business Plan and Destination Plan. 		
<p>Lydia Smith Product Manager Lydia@visitjersey.je</p>		
<ul style="list-style-type: none"> • Feed in to VJ business plan • Product and events strategy development • Oversee industry engagement • Industry thought leadership • Leadership of team • Partnership Programme lead • ALO and Government of Jersey liaison and support • Visitor Information Services lead 		
<p>Elliott Muddyman Product Executive elliott@visitjersey.je</p>	<p>Breege Symes Product Executive breege@visitjersey.je</p>	<p>Leonah Duffy Product Executive – Events leonah@visitjersey.je</p>
<p>Relationship owner:</p> <ul style="list-style-type: none"> • Attractions • Activity Providers • Arts & Culture e.g., Arthouse, Jersey National Trust • Nature & Outdoors e.g., Jersey National Park • Accessible Tourism • MyListing Portal <p>On-island guides and visitor activation i.e., TIC, What's On, Map</p> <p>Jersey Big Weekend</p> <p>Business.jersey.com (supported by Nadia Le Tiec nadia@visitjersey.je)</p>	<p>Relationship owner:</p> <ul style="list-style-type: none"> • Accommodation • Eat & Drink • Transport on island • Retail • Public realm • Sustainability • School groups <p>Skills development i.e., Skills Jersey, Highlands</p> <p>Partnership programme</p>	<p>Business development prospective events</p> <p>Relationship owner:</p> <ul style="list-style-type: none"> • Events • Weddings <p>Events.jersey.com content / itineraries</p> <p>Events Jersey Incubator Marketing</p> <p>EJ comms i.e., Events Jersey e-news, social, toolkits, case studies</p> <p>Asset register</p> <p>VJ internal events lead</p>