



PRODUCT MANAGER

Department: Sales & Marketing

Reporting to: Strategic Marketing Manager

Salary: up to £55K per annum

OVERVIEW

In your role as Product Manager, you will act as the ‘Champion and Voice of the Customer’ within our business. Rather than solely looking at products, you will be passionate to learn about our customers and their challenges, and to come up with solutions that meet their needs. Solutions are not just products but can also include new services, finance options such as subscriptions, product bundles, accessories and affiliate/partner marketing arrangements. You will also inspire people – both internally and externally – about our solutions and strengthen our position as recognised world leaders and pioneers in the field of stimulus test solutions for fire detectors.

WHAT YOU’LL BE DOING:

- **Curiosity and a quest for insights about our customers and what solutions they require.**
 - You will analyse expert opinion, market data/market research and customer feedback. You will gather feedback from a wide range of channels, including sales and customer support, and track competitors. All of this will help us to identify both new opportunities for our products/solutions and threats to our business.
 - You will evaluate market drivers such as technology developments, changes to legislation and customer behaviour trends and how they impact our solutions now and in the future. You will also identify obstacles our customers may face and come up with solutions to overcome these.
- **Ideas, passion for innovation and an ability to inspire and deliver change.**
 - You will help to create and capture ideas for new solutions. What’s more you will analyse and build unique propositions that will disrupt the market, deliver innovation, beat our competitor’s offerings and above all, delight our customers.
 - You will produce business cases for new opportunities as a basis for investment using realistic forecasts, costs and assumptions. You will make your case internally and excel at gathering support and buy-in for your proposals. Strong commercial acumen required.
 - You will work in cross-functional teams (including Sales, Finance, R&D, Engineering, Quality and Supply Chain) to ensure that new product development/new solutions are always aligned to the commercial needs of the business and with our customers in mind. You will ensure that new products/solutions are introduced in a professional manner – on time, on budget and to quality.
 - You will create and implement launch



and go-to-market plans. This will include managing the roll-out within the business (e.g. system and processes, training and sales support) as well as driving customer demand through powerful communications and initiatives/campaigns.

- **A passion for customer solutions and how to stay relevant and the market leader.**

- It's not all about new products and solutions. You will own and manage the complete life cycle from strategic planning to tactical activities.
- You will lead in managing our margins and profitability to ensure we meet our strategic profitability ambitions. Monitoring costs, identifying opportunities for cost reductions and promoting efficiencies will be part of your responsibility and you will drive teams to deliver cost reductions and efficiencies.
- You will propose and implement pricing to deliver our profitability ambitions. This will include the implementation of new pricing structures and pricing.
- You will keep us abreast of the market and user needs. You will identify new customer opportunities for your entire solutions portfolio, track customer/market trends,

monitor competitive activity and regulatory requirements.

- You are the customer champion who will bring the Voice of the Customer back into our business. You will liaise with all functions in our business to share customer feedback in order to make us a customer-centric business.
- You will assist in developing messaging and content for our portfolio/brands to ensure that our solutions remain relevant and the number one choice in the eyes of the customer.
- To support your portfolio/brands, you will help to develop/write sales and sales/customer support materials e.g. collateral, case studies, FAQs, training, sales tools and presentations.
- Working with the Sales & Marketing team, you will create product promotion plans and campaigns that drive sales and customer data acquisition. Tracking effectiveness and demonstrating Return on Marketing Investment (ROMI) will underpin your decision making.
- You will inspire and create excitement for our products and solutions. Communications and building momentum across the business and our customers will play to your strengths.

WHAT YOU'LL NEED:

- Educated to degree level in a business/management or technical subject.
- Previous experience in product/category management or customer solutions marketing/management.
- Previous project management experience.
- Previous marketing planning experience.
- Previous exposure to customers/direct customer contact and relationships and/or experience of a customer-centric environment.
- MS Office (Word, Excel and Powerpoint).
- Understanding of basic investment appraisal and financial monitoring techniques.
- Understanding of marketing communications channels available, including digital channels such as social media.
- Understanding of basic customer/market research methodology.



DESIRABLE:

- Marketing qualification such as the Chartered Institute of Marketing (CIM) Diploma in Marketing or CIM membership.
- Project management qualification such as Agile.
- Experience in or understanding of the fire and security industry.
- MS Project.

CORE COMPANY VALUES:

1. **Safety** – It's important to our customers and our employees. It's why we're in business.
2. **People** – Where talented people are empowered and inspired to contribute, grow and thrive.
3. **Innovation** – We like to lead, shape the market and challenge the norm.
4. **Responsibility** – Success on any major scale requires us to accept responsibility. We embrace responsibility and take ownership in all that we do.
5. **Integrity** – Always honest, open, ethical, and fair. People trust us to stick to our word.
6. **Teamwork** – Close collaboration is vital to success at all levels. Teamwork stands as one of our highest priority.

COMPETENCIES:

1. **Innovation**
2. **Initiative**
3. **Customer Service**
4. **Decision Making**
5. **Planning & Organisation**
6. **Commercial Awareness**
7. **Builds Effective Relationships**