

Job Title:	Product Manager
Location:	Manchester, UK
Reporting to:	
Purpose of the Role:	<p>To maximise sales, revenue, market share & profit margins through management of the full product lifecycle:</p> <ul style="list-style-type: none"> • Product inception • Product development process • Product commercialisation • Product rationalisation <p>Help the Company achieve its overall product strategy by managing the product portfolio throughout all stages of the Product Life Cycle from idea to discontinuance, by coordinating, collaborating, communicating with and empowering cross-functional teams throughout the process.</p>
Role Summary:	<ul style="list-style-type: none"> • Product Planning, Roadmap & Strategy: Manage and help in the development of an overall product strategy and product roadmap in collaboration with the Directors and Product Approval Board. Then own product road map. • Identify Areas for New Product Development & Improvements to Existing Products: Initial point of contact within Elcometer for NPD ideas, responsible for compiling information from internal and external sources. Effectively communicate this information to Directors / Product Approval Board for review and analysis to obtain required approvals, decisions, resources and management support to achieve the Company's overall product objectives and goals. • Business Case Development / Commercial Feasibility Studies: Full ownership of business case submission. Consulting with Commercial, Technical, R&D, Production, and Finance to prepare realistic business cases for new product ideas or enhancement / improvements to existing products. Presenting this information to the Directors / Product Approval Board in a manner which enables informed decisions to be made on the viability and benefits of projects and any possible implications on existing / on-going projects. • Product Requirements / Specification Development: Key point of contact for product specification development. Collaborate with Commercial / Technical Department, use market research, competitor research, customer feedback to generate comprehensive Product Specifications. Effectively communicate product requirements to all relevant parties to ensure a complete and consistent understanding of the requirements. Manage product requirements to minimise changes once development is underway, evaluate any proposed changes to product requirements to minimise disruption to the development team and plan. • Progress Reviews / Reporting: Manage the product development process from inception to commercialisation. Facilitate regular meetings involving Product Development Managers and Team Members to continuously assess progress and timescales against project plans. Regularly report progress to Directors / Product Approval Board highlighting any specific areas of concern, possible solutions and any additional resources required to implement the

solutions to ensure the product remains on target.

- **Product Forecasting:** In collaboration with the Commercial Team develop forecasts of customer demand for new product introductions and review forecasts as customer demand changes. Communicate this information to all interested parties (Commercial, Production Planning, Purchasing). Identify and analyse variances between forecasted and actual product demand to understand what happened and take appropriate action.
- **Pricing Management:** Prepare information on market prices, competition, costs and using this information, work with the Managing Director and Sales Director to establish product pricing to maximise profit and long-term sales. Maintenance of Epicor Price Lists and distribution of price updates to all interested parties, internally and externally.
- **Coordinate & Manage Product Launch / Product Update Information:** Liaise with Marketing Manager to ensure all required promotional, marketing and launch materials are ready on time. Circulate product launch information and product updates to the Distribution Network and internally to all interested parties at the appropriate time.
- **Coordinate Sales / Technical Department Training:** Ensure product information, materials, demo and updated products are available in advance of release to customers and the distribution network. Liaise with the Technical Department to coordinate product training sessions for all interested parties prior to the release of the product.
- **Post-Launch Performance Review:** Monitor and review by tracking revenue (sales), margin, market share, customer feedback and conducting post launch reviews. Identify areas of the project which ran smoothly and areas for improvement. Refer back to the business case; was the product as successful as expected, if not, why not? Communicate this information and feedback (positive and negative) to Directors, Management and all team members.
- **Product Lifecycle Management:** Regularly conduct reviews of the product range to identify poorly performing products and when actions are needed to upgrade, improve, revise, reposition or discontinue products. Prepare and present this information to the Directors / Product Approval Board for review and evaluation and take appropriate action.
- **Communicate Product Plans & Strategy to Team Members:** Effectively communicate product plans and strategy to Team Members to ensure an overall understanding of the product strategy / business objectives and gain 'buy-in' from all relevant parties.
- **Market Research and Analysis:** Compile market research / maintain awareness of the market to effectively identify customer needs and trends. Organise this data into meaningful information stored in a central location or database which is accessible to all interested parties.
- **Competitor Research and Analysis:** Collect data on competitive products, potential competitive products, competitor capabilities and pricing. Organise this data into meaningful information stored in a central location or database which is accessible to all interested parties. Effectively use this information to identify strengths and weaknesses of proposed new products / product enhancements

	<p>relative to the competition.</p> <ul style="list-style-type: none"> • Patent Portfolio Management: Liaise with Patent Attorney regarding potential patents for new product development and applications currently in progress. Responsible for ensuring patents are renewed as and when required. Review Patent Watch Reports, identifying any competitor patent applications which require further consideration and take appropriate action.
Key Capabilities & Competencies:	<ul style="list-style-type: none"> • Excellent verbal and written communication skills, able to communicate with a variety of stakeholders at different levels of seniority and knowledge • Highly organised and able to work to deadlines, roadmaps and project plans • Flexible; able to work with different disciplines / functions within the business • Excellent analytical skills; able to analyse complex data and identify trends • Ability to understand and identify problems, analyse and help identify possible solutions
Experience & Qualifications:	<ul style="list-style-type: none"> • Coordinating multidisciplinary teams in the successful delivery of products • Creating and delivering product strategy and plans • Experience in leading, planning and tracking all phases of the product life cycle • Strong track record of delivering projects on time and to tight time scales
Accountabilities & Responsibilities:	<ul style="list-style-type: none"> • Responsible for new product development process and product commercialisation • Assist in creating a supportive culture that promotes teamwork and ownership of product development and processes • Coordinating / collaborating with cross-functional teams to ensure projects are delivered within the required timescales • Ensuring effective communication across all disciplines and functions • Identify areas for new product development and product improvements • Determine project priority in collaboration with the Managing Director, Commercial Team and Product Approval Board • Understand the product range, markets and competitors' products
Measures of Success / Performance Indicators:	<ul style="list-style-type: none"> • Achievement of Deliverables • Delivery of competitor analysis library by product group • Delivery of training document by business division
Key Deliverables:	<p>6 – 12 months:</p> <ul style="list-style-type: none"> • Working with the MD and PIG Team Establish new product

development process within Elcometer

- Ensure process is communicated to key stakeholders & timelines set for future product review milestones
- Review & establish outstanding product needs by Business Division and product category
- Submit the business cases for NPD by April 2020 relating to identified products gaps which will support our 5 year growth strategy

12 – 18 months:

- Generate a competition database of technical capabilities, price, sales network, etc.
- Generate sales training programs, with Technical Support