

VACANCY

Job title : Product Manager
Location: Camberley (Microgen)
Closing date : 23rd April 2019

Job Summary

This new role replaces the previous Project Manager role for a more involved and influential position manage both existing product portfolio and product development. Utilising either previous experience or a passion to take on responsibility and a drive for success, you will be accountable for all commercial aspects of product management, driving the development pipeline, product launch and lifecycle management to ensure success in the market. Previous product management experience not essential, but a demonstration of understanding the work complexity, responsibility, and a ‘problem solving’ mentality is crucial to the success of any candidate.

Main duties and responsibilities

- The general manager of your product to drive and own the product life cycle and all marketing and commercial aspects
- Develop and implement 1-5 year product pipeline plan aligned to the clinical strategy and portfolio plan.
- Develop and execute product launch plans ensuring a compelling value that enables capability and confidence to be cascaded in order to meet and exceed targets
- Develop insightful, unique and compelling products claims and develop together with the Marketing Manager competitive communication campaigns
- Develop collateral with proof data to support the implantation of strategies that support target achievement
- Drive continuous improvement in line with the demands of the customer

Qualifications and experience required

Essential

- Life sciences or marketing degree
- Excellent organisational skills and outstanding attention to detail
- Strong interpersonal skills and confidence in communicating to large audiences
- Demonstrate a passion for improving patient outcomes, for example in developing and launching new indicatives
- Willing and able to travel within the UK and Overseas

Desirable

- Knowledge and experience of diagnostics market
- Project management and coordination experience
- Previous experience in scientific product development or/and evaluation
- Ability to troubleshoot complex issues

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| Hours of Work | 37.5 hours per week |
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For further information or to apply for this vacancy please e-mail Kay Campbell, HR kay.campbell@novacyt.com