

VACANCY

Job title: Head of Product Management

Location: Camberley/Southampton

Closing date: 6 August 2020

Job Summary

The Head of Product Management is responsible for the implementation of the Group’s vision and strategy, overseeing the development and management of the product’s roadmap. The role is inherently cross-functional and requires the provision of support to the Product Manager’s in their respective roles, in addition to working closely with marketing colleagues and cross-department functions such as Sales and R&D. It will require oversight and participation in the strategic management of each PM’s area of expertise and be able to offer guidance and planning experience in the cross-discipline execution of upstream marketing activities. This individual will have a real-time understanding of PM project status and be able to offer coverage on such status to the Group Marketing Manager

Main duties and responsibilities

- Provide senior level support in effective Product Management activities
- Establish and maintain a strong understanding of the markets in which we operate
- Develop and articulate value propositions for our portfolio of products
- Formulate marketing strategy for product positioning, market penetration and customer satisfaction in close collaboration with the commercial team
- Drive investigation and analyses on prospective product markets
- Provide input to ensure that our product development pipeline delivers products that are impactful
- Develop and manage collaborations with Key Opinion Leaders
- Able to engage the resources of marketing and other departments in a manner that is appropriate to current strategic direction and priority
- Build pricing policy and engagement criteria support to sales teams for portfolio of products
- Regular reporting of portfolio management status and ability to demonstrate long term planning in consideration of dynamic market

Qualifications and experience required

- 5+ years’ experience in standalone product management or strategic marketing roles within the life sciences / medical device / Biotech industry
- Relevant scientific qualification
- Proven track record in setting successful portfolio strategies
- Experience in KOL development and management
- Ability to work effectively within cross functional teams
- Willingness to travel for customer meetings, sales support and relevant marketing activities
- Track record demonstrating excellent competence, integrity, and communication skills
- Ability to independently create quality solutions to problems and implement these efficiently and to a high standard of quality
- Exceptional communication skills with KOLs customers and technical and non-technical team members

Other requirements

- UK Driving licence

Please ensure that you notify your current manager that you are applying for an Internal position

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