

## VACANCY

**Job title:** Life Sciences & Instrumentation Product Manager

**Location:** Southampton

### Job Summary

As the Product Manager for Life Science Solutions & Instrumentation portfolio, this individual will be the expert on all aspects of this market area. This includes, but not limited to, a complete understanding of competitive landscape, customer requirements and their geographical variances, and an excellent understanding of the challenges in this field.

### Main duties and responsibilities

- Establish and maintain a strong global understanding of the life sciences and Instrumentation markets
- Formulate marketing strategy for product positioning, market penetration and customer satisfaction for the allocated product groups in close collaboration with the commercial team.
- Utilise market research to establish priority markets and identify opportunities for growth.
- Utilise business data to assess the success of activities relative to targets, pro-actively making recommendation and instigating actions, as necessary.
- Collaborate with marcoms to produce clear and impactful marketing content that our commercial team can use to sell effectively.
- Design and deliver training to our commercial organization, including tailored support packages for our distributor network.
- Act as the primary point of technical sign-off for all marketing content delivered to our customers.
- Work with the leadership of the commercial team to ensure that training is being implemented effectively by the sales and sales applications teams in the field.

### Qualifications and experience required

- 3+ years' experience in standalone product management or strategic marketing roles, preferably within a field relevant to microbiology (but open to other areas)
- Good knowledge and understanding of Industrial microbiology techniques and laboratory workflow.
- 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

**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 [recruitment@novacyt.com](mailto:recruitment@novacyt.com)