

VACANCY

Job title: Global Product Manager for Infectious Diseases

Location: Remote, with travel to sites as required

The Novacyt Group is an international specialist diagnostic solutions provider, with a comprehensive product portfolio in advanced molecular and protein detection technologies. We believe in providing high-quality innovations, with a patient-led focus, that advance the science behind diagnostics in microbiology, haematology and serology testing.

Novacyt Group – at a glance:

Primerdesign – Focused on design, manufacture, validation and supply of gold standard real-time PCR kits, reagents and instruments.

IT-IS International – A specialist in the development and manufacture of molecular diagnostic instrumentation.

Microgen Bioproducts – A product range of diagnostic products in the fields of microbiology, serology, haematology, bacteriology and virology.

Lab 21 Healthcare – Manufacturer and supplier of Plasmatec and Biotec branded products, plus a range of reagents and tests for IVD application and blood grouping.

We're now looking for a Global Product Manager for Infectious Diseases to join our team on a full-time basis working 37.5 hours per week.

Job Summary

As the Global Product Manager for Infectious Diseases 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.

This individual will be expected to build on the foundation of success for Novacyt and develop a strong market-viable pipeline of products to address the ongoing need for testing for the allocated product groups in the industrial microbiology and clinical workflow arenas. This individual will also be responsible for the long-term success of the business in this application area by delivering a diversified portfolio for Infectious Diseases that meets customer requirements and establishes Novacyt as leaders in the field.

Main Duties and Responsibilities

- Establish and maintain a strong global understanding of the infectious diseases 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
- Attend key customer meetings with the sales team to provide support, commercial presentations (as required) and gain customer insights
- Provide regular updates on competitor positioning
- Develop KOL network specific to infectious diseases on these relationships to achieve early adoption of new products and technologies
- Facilitate and manage research collaborations and partnerships

Qualifications and Experience Required

- 5+ 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

The Benefits

- Competitive salary
- 25 days' annual leave
- Ability to buy and sell annual leave
- Cycle to work scheme
- Refer a friend scheme
- Life assurance
- Private medical insurance
- Group pension scheme

It's an exciting time to join our team as we are making huge leaps in the fight against COVID-19 and have recently been awarded a Breakthrough of the Year award at the European Mediscience Awards 2020. We are the best in the world at what we do. If you are looking to learn, grow and succeed as part of a passionate team who are eager to make a difference, we want to hear from you.

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