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TITLE	Product Manager			

1. DEPARTMENT
Central
2. REPORTING TO
Managing Director
3. RESPONSIBLE FOR
Product Management of Laboratory & DAQ Equipment
4. WORKS IN CONJUNCTION WITH
Development, Sales, Marketing, Operations
5. BUDGET ACCOUNTABILITY
Product Management Budget
6. PURPOSE
Responsible for the overall success of the equipment lifecycle and product ROI. This is a senior position within the organisation; it would be expected that the suitable candidate managed their own time and contributed positively to the product development process and success of the business.
7. MAIN DUTIES & OUTCOMES
<ul style="list-style-type: none"> • Assist in the creation of product roadmaps and marketing strategies • Collaborate with key industry contacts, managers, specialists and directors evolving ideas for 'next generation' products • Develop product specifications based on global market, customer, and operational intelligence; communicating this through to the design department for NPD and product improvement • Responsible for the range of equipment and its successors and identify key segments to develop equipment/launch equipment • Define and create sales toolkits consisting of product descriptions, value propositions, features and benefits, price positioning documents and marketing collateral • Collaborate with Marketing and the Contracts Advisor to manage the branding, trade marking, demonstration and product literature for the product range • Responsible for market & competitor analysis with the assistance of the sales team • Demonstrate new and current equipment and technology to customers and colleagues, as required

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8. REQUIREMENTS e.g. EDUCATION, KNOWLEDGE, SKILL, EXPERIENCE etc.

KNOWLEDGE, SKILL AND EXPERIENCE REQUIREMENTS

- Degree level qualification in a Science subject.
- Experience of laboratory equipment market

Personal Qualities:

- Enjoys working in a team
- Adopts a collaborative working style with other departments
- Excellent communication skills

9. HEALTH & SAFETY

Work safely, and ensure department works safely, adhering to safety procedures and using the safety equipment provided so as not to put yourself or other people at risk.

10. QUALITY

Perform all duties required of the role in accordance with the company Quality Management System (QMS).

11. OTHER

In addition to the duties and responsibilities listed you may be required to perform other duties assigned by your supervisor or manager.

12. AGREEMENT

	PRINT NAME	SIGNATURE	DATE
EMPLOYEE			
LINE MANAGER			

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