

Job description

Job title: **Senior Product Manager**

Reports to: **Head of Marketing**

Overall purpose:

This is a challenging role responsible for managing all aspects of the product lifecycle and product marketing of OPP's entire portfolio of psychometric products from cradle to grave. The role also has specific responsibility for the commercialisation and management of new products based on OPP's wholly-owned intellectual property.

Principal accountabilities:

1. New Product Development

Develop new or enhanced products and services to meet current client needs, and to anticipate future needs and future markets:

- Define market requirements for new offerings and enhancements to existing offerings, based on agreed market segmentation
- Ensure competitor and market intelligence is gathered and maintained to inform decision making across the business
- Develop ideas working with the Managing Consultant (R&D) for new or enhanced psychometric tools and techniques
- Develop business cases and ROI working with colleagues and stakeholders across OPP and its partners
- Create sustainable processes for new product development and for the ongoing management of products in order to support the business
- Define and deliver agreed three year product roadmap working with the Managing Consultant (R&D), on budget and on time
- Write marketing materials to support the application of OPP's psychometric products and services

2. Product Management

Manage the lifecycle of OPP products, promote and build the value of products in the market:

- Product P&L responsibility and accountability for owning and delivering revenue and profitability
- Analyse and map the customer lifecycle of products ensuring that an understanding of market demand and buying behaviours informs decisions about product development and promotional activities

- Create and maintain key product metrics to inform business decisions
- Analyse the performance of new offers and, working with stakeholders across the organisation, recommend and drive improvements to performance through sales and marketing led activities. Put in place and drive any action plans if required.
- End of life products as necessary.
- Develop value propositions for all products ensuring consistency with OPP's overall market positioning
- Conduct primary and secondary market and competitor research and analysis using internal and external resources. Work in collaboration with the Marketing Communications Manager to ensure outcomes are fed into product messaging
- With the Head of Marketing and internal stakeholders, develop and implement coherent and consistent pricing strategies
- Develop messaging for offers for internal & external target audiences
- Prepare launch plans, including product sheets and short briefings to internal sales and to channel partners
- Working with the Marketing Communications Manager, provide information and direction for the creation of appropriate sales tools, presentations, campaigns and collateral supporting the offerings.

3. Line Management

Lead, coach and develop direct reports, including a Product Marketing Manager and a Product Marketing Executive

Carry out other such duties as may reasonably be required, commensurate with the grade of this post.

This job profile is current as at the date shown below. In consultation with the post-holder it is liable to variation by management to reflect or anticipate changes in or to the job.

Person Specification

| Factor | Essential | Desirable | Means of assessment |
|---------------------------------------|--|---|---------------------------|
| Professional qualifications /training | <ol style="list-style-type: none"> 1. Product Marketing – value propositions and product campaign planning and execution 2. Thorough understanding of product lifecycle principles 3. Product development experience, from design to delivery 4. Roadmap planning and management | <ol style="list-style-type: none"> 1. Relevant Marketing qualification. | Application/ interview |
| Relevant experience | <ol style="list-style-type: none"> 1. Experience in product strategy or development of psychometric products 2. Experience in Product Management role for new products 3. P&L responsibility for product lines 4. Business Case and ROI Development 5. Product Process Development 6. Direct and Indirect Channel experience | <ol style="list-style-type: none"> 1. Marketing products and services to the professional services sector | Application/ interview |
| Knowledge | <ol style="list-style-type: none"> 1. Commercialisation of new products | <ol style="list-style-type: none"> 1. Knowledge of sales processes 2. Principles of marketing 3. Knowledge of psychometric instruments and their markets | Application/ interview |
| Job specific skills | <ol style="list-style-type: none"> 1. Proven ability to develop new propositions to meet market need 2. Ability to explain complex concepts to business customers in a way that addresses business needs 3. Launch of new products | <ol style="list-style-type: none"> 1. Track record of psychometric test development and research | Application/ interview |

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|--------------|--|---|-----------------------------|
| Competencies | <ol style="list-style-type: none">1. Commercial focus2. Client Focus3. Passion, drive and commitment4. Planning and organisation5. Team working6. Written communication7. Technology Orientation8. Interpersonal effectiveness9. Problem solving and judgement | Resilience and flexibility Integrity | Interview/ psychometrics |
|--------------|--|---|-----------------------------|

Summary of main terms and conditions of employment

The terms and conditions of employment applying to the position are as follows:

1. Salary

Commensurate with experience

2. Benefits

- 25 days paid holiday, plus up to five days unpaid leave per annum
- Free individual private healthcare or dental cover
- Group personal pension scheme where OPP matches individual contributions between 3% and 5% (eligible to join after three months)
- Life assurance, paying four times salary
- Parking available on site
- Employee Assistance Programme
- Child care voucher scheme

3. The contractual notice for staff in the above post is 2 months on either side.

4. The probationary period is 3 months.

5. Hours of work: 37½ hours per week. Some adjustment to hours may be possible to accommodate those requiring flexibility.

Applications

To apply, please send/email your CV with a covering letter to the Human Resources Department, OPP Ltd, Elsfield Hall, 15-17 Elsfield Way, OX2 8EP.

Email: - careers@opp.eu.com

For further information, visit the OPP Website at www.opp.eu.com