

HIDALGO

Job Description

Job Title: Product Marketing Manager

Reporting To: Head of Product Marketing

Department: Product Marketing

Date Created: 20th October 2011

Location: Swavesey

Position Summary:

The Product Marketing Manager is responsible for the product planning and execution throughout the product lifecycle, including: gathering and prioritizing product and customer requirements, defining the product vision, and working closely with engineering, operations and support to ensure requirements are clearly and accurately translated and viable, risks are effectively managed and revenue and customer satisfaction goals are met. The Product Manager's job also includes ensuring that the product supports the company's overall strategy and goals.

Main Responsibilities:

Product Management

Requirements Process:

- Develop strategy for, implement and manage collection of/objective qualification and development of product specific and general company product requirements including database (internal and external)
- Prioritisation of requirements based on sales and marketing priorities and customer needs to include business ROIs
- Develop structure for current and future roadmap creation to complement company technology and release plans
- Develop forum for regular discussion of new sets of requirements with development and operations as well as with marketing team as necessary.

Product Development:

- Ensure key dates are implemented to ensure that product development meets marketing requirements
- Ensure usability and productisation requirements for integration into business processes are defined early in product development cycle
- Ensure key risks are understood at outset, by Marketing, in the development process
- Ensure product lifecycle and support requirements are defined at outset of product development process
- Ensure business case for new product development is available prior to Phase 2 of development process.

Project Management:

- Assist with development of project proposals and funding proposals ensuring product strategy has been considered by sales and marketing and vice versa
- Assist and where decided manage key customer new product development or product pilot projects from marketing standpoint
- Take positions as necessary (dictated by skill set) in project teams.

General Sales & Marketing

- Carry out daily, weekly, monthly, yearly distribution and campaign specific sales and marketing analysis including win/loss and marketing activity effectiveness against agreed key performance indicators and innovative mechanisms for tracking new performance indicators

Continued overleaf



General Sales & Marketing (continued)

- Automate sales and marketing analysis through the business system or the CRM system
- Assist in development and manage execution of digital strategy for TnR and other products, as these become relevant, to complement the business development strategy and revenue generation expectations
- Help and where necessary manage aspects of the ongoing Equival marketing plan including development of collateral, exhibitions, distribution marketing and PR
- Manage development of product specific marketing materials including IFUs, technical datasheets, FAQs and support materials.

Other

- Must operate as part of sales and marketing team and be flexible to changing priorities
- Assist sales when required with day to day operations

Minimum Qualifications/Experience Required:

- Proven experience in similar role
- Professional marketing qualification
- Experience in communicating technical and business propositions
- Background in medical electronics life sciences and web software product company an advantage.

Key Competencies/Attributes Required:

- Good negotiator
- Results orientated
- Customer focused
- Strong influencer
- Excellent interpersonal skills.

Further information

Applicants who meet the above criteria and are interested in finding out more please call or submit your application to:

Bernadette Franklin, Group HR Manager
07557 265837 or at bernadettef@jaltek-group.com

For further information contact Jaltek Systems Limited at:

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