



Role Description

Role Description:	Product Manager
Document owner:	Chief Commercial Officer
Version:	200812
Keep informed:	Product Manager, HR

1. Overview

The product manager is responsible for researching and developing a deep understanding of their designated market and identifying the business opportunities open to OxTS. The product manager is then responsible for the creation and delivery of value propositions to address those opportunities. The product manager is responsible for the overall strategic direction of their portfolio and will need to drive and champion this both within OxTS and in the marketplace.

2. Duties and Responsibilities

2.1. Strategic Business Management

- Develop, implement and manage a market led propositions strategy for their product set, including service levels and all associated accessories.
- Fully understand the target market and customers' current and future needs and use this knowledge to guide product development and to plan new product introductions.
- Create value propositions and business cases for all new products that are brought to market.
- Identify new business opportunities through product introductions or bundling of products, ensuring they are relevant to their designated market.
- Support the development of a go-to-market strategy with the marketing manager to support new product introductions and the attainment of financial objectives.
- Manage the product portfolio ensuring costs and returns are in-line with business plans.

2.2. Market Understanding

- Have a deep understanding of all factors impacting their designated market: customers; competitors; government or country specific legislation; technology trends; etc.
- Use market knowledge to develop propositions to maximise OxTS's return from potential market opportunities.
- Engage with end customers, representatives and partners at all levels in order to improve market understanding and also to champion OxTS's propositions.
- Support and attend exhibitions, trade shows and conferences when relevant to gain market insight, research competitors and collect customer feedback.
- Understand the customer pain-points and where appropriate drive product development activities to address these needs.

2.3. Assisting Channel Partners

- Develop strong relationships with channel partners ensuring regular contact in conjunction with the channel managers to review sales and marketing opportunities.

- Develop and apply OxTS 'best practice' standards supporting channel account management, new product introduction, pricing updates, and marketing initiatives.
- Look for mutual opportunities and actively seek to identify joint ventures to grow supplier business through all channels.

2.4. Operational Engagement

- Work with all parts of OxTS to ensure propositions are delivered to market on time and within budget.
- Support the development, implementation and delivery processes, steering product development and providing essential information for decision making on features/functionality, time and cost trade-offs.
- Provide customer benefit level product input for other parts of the business, as needed.

2.5. Daily Product Management

- Determine pricing and ensure planned contribution levels are achieved.
- Monitor the performance of product order intake/revenue/margin and take appropriate action to resolve any shortfalls.
- Supporting sales in business development, product training, strategic customer presentations and meetings.
- Maintaining current ranges, ad hoc changes and price list updates.
- Support the production of user manuals, datasheets and other technical documents.
- Conduct early-life product reviews and gather customer feedback.
- Conduct competitor analysis to ensure the business is equipped with resources and information to help retain customers and win new business.
- Provide the customer link to R&D by understanding the customers' requirements and composing them into product definitions.
- Provide necessary documentation for NPD meetings including product definitions, business plans, etc.
- Lead NPD meetings and NPD review meetings.

3. Revision History

Revision	Changes
200812	Rebranded and Commercial Director changed to CCO, no content changes - MAP
170914	