

Job Description

Job title:	Product Manager
Reports to:	Head of Sales & Marketing
Department:	Marketing
Hours:	37.5 Hours per week Mon-Fri 9.00am – 5.00pm with some flexibility as required
Remuneration:	£40,000 per annum
Additional Benefits:	Company Standard Benefits

About the company

Businesswise Solutions complete purpose is to enable our client partners to focus their energy on powering their business.

We are a full service energy partner that understands our role in delivering tangible improvements to business performance beyond cost and consumption.

Using the power of data and technology, our energy specialists help our client partners simplify and navigate the energy market, identify opportunities they never thought possible, make the most informed decisions and develop strategies that minimise risk and deliver better business performance.

Our goal is to continue to grow our business, our team, our capability and to do so in an organic and sustainable way, investing in and developing our people. We deliver empowering energy, and our future is exciting.

About the Role

The role of the Product Manager is to develop and deliver a product strategy that meets the long term business vision set by the Board. They will be responsible for the management and communication of this strategy to all of the relevant participants and stakeholders.

Supported by the Head of Sales & Marketing, the Product Manager will be a central hub for critical information about our products, performance, market, competitors, ideal customers, key industry analysts, and many other constituencies. To succeed, they will need to continually gather and analyse data and business intelligence from all of these sources (as well as our internal sources like sales and account management) — and use this data to inform the evolution of product roadmaps, which they will develop and own.

The Product Manager will interact with a broad range of stakeholders and departments to ensure success, and they will need to translate the input and data gathered to build a case for many decisions presented within the roadmap.

The following behaviours will be required by the Product Manager:

1. Transparent about prioritisation and roadmap process
2. Ability to say “No,” but explain why in terms that stakeholders understand
3. Prioritise on value
4. Data-driven decision maker & communication

Responsibilities

The responsibilities of the Product Manager fall under four core areas; Insight, Commercial, Development & Sales Enablement.

The Product Manager will have direct responsibilities for these areas, specifically but not limited to the following framework:

	Responsibility
Insight	<ul style="list-style-type: none"> • Translate business strategy into product strategy • Create & execute product strategy • Be an expert on the market including who the buyers are, how they buy and why • Provide insight to stakeholders on the product and market • Provide marketing communications with insights on key differentiators and messages
Commercial	<ul style="list-style-type: none"> • Drive profitable growth of products and own commercial performance and reporting • Manage all aspects of in-life products, including customer feedback, requirements, and issues
Development	<ul style="list-style-type: none"> • Define & own the product roadmap • Write high-level requirements and communicate these effectively to development colleagues to deliver market-leading products • Develop positioning and messaging to differentiate products in the market • Plan and carry out product launches • Drive action throughout the organisation to get products to market
Sales Enablement	<ul style="list-style-type: none"> • Communicate the proposition to Sales (i.e. why customers should buy) • Create and manage programs to generate demand for the product • Develop the collateral and sales tools that support the selling process

Education, Skills, Experience

The Product Manager will have a minimum of 3 years of B2B product management/marketing experience and have the education, skills and experience matching the framework below:

	Essential	Desirable
Education	<ul style="list-style-type: none"> • Bachelor's Degree in marketing or business related subject 	
Skills	<ul style="list-style-type: none"> • Product Management • People Management • Understanding the Customer • Product Development • Requirements Analysis • Competitive Analysis 	<ul style="list-style-type: none"> • Ability to understand complex ideas • Financial Planning and Strategy • Able to embrace feedback and learn • Sales Planning
Experience	<ul style="list-style-type: none"> • 3 Years within a product management level position 	<ul style="list-style-type: none"> • Energy Industry Experience

To apply for this role please send your CV and covering letter through to recruitment@businesswisesolutions.co.uk