

Role Title:

Product Manager

Location: UK Head Office, Hemel Hempstead

Department: Marketing

Reports to: Victoria Ordsmith,
Director of Marketing

Direct reports: None

H.E.L Contact: Victoria Ordsmith

About H.E.L and this Role

Our mission at H.E.L Group is to make a healthier, sustainable, safer world for everyone. We equip scientists with the right tools and knowledge to develop safe, efficient new processes and molecules that benefit the world and its population. Our core values are:

Being **insightful** through experience,
Being **collaborative** by design,
Being **tenacious** in spirit,
Being **proud** of progress.

We operate globally with offices in London, UK (HQ), Princeton, USA, Beijing, China, and Singapore and field-based staff across our direct regions and trusted partners in distribution territories.

This role is responsible for identifying and executing the product growth strategy for H.E.L Group. Through gaining customer insights and market analysis, they will develop the business plan for product & service development and see successful projects through the development & launch process and product life cycle management. There is a significant product marketing element associated with this position.

Key Responsibilities of the Role

- Market, customer & competitive analysis to identify attractive market opportunities for H.E.L group
- Responsible for H.E.L's Biotechnology and Battery Testing product ranges
- Business plan preparation for product/service development at HEL group
- Delivering customer-outcome-based specifications for new product & service development
- Delivery of new product & service offerings through internal and external partners
- Marketing support & content generation for H.E.L products and services
- Effective launches for new products & services
- Top and bottom-line performance of new products & services against the business plan
- Effective product lifecycle management post-launch
- To equip the sales team with the skills, knowledge, and tools to effectively sell the products & services
- Plan and support the execution of marketing campaigns to maximize product revenue
- Product (& corporate) brand development
- Work closely with the applications development team to define areas of work relevant to our customers
- Maintaining relevant company SOPs for product management and product marketing
- *Ad hoc* sales support for specific deals, specifically commercial assessment of custom projects
- The flexibility to travel occasionally, both within and outside of the UK

Candidate Requirements

Essential Skills and Experience

- Substantial previous experience in undertaking a Product Manager role within a scientific instrumentation environment
- A BSc. qualification (or equivalent) in either Chemistry, Biological Sciences or Biochemistry
- Proven capability in gathering relevant market & customer insight
- Writing customer-outcome-based product specification documentation
- Project management skills within an Agile development environment
- Using external and internal data sources to deliver evidence-based, data-driven decision-making
- Proven decision-making skills within a fast-paced, ambiguous environment, together with excellent prioritization and time management capabilities
- Exceptional interpersonal and team-building skills, including cross-functional working
- A strong sense of ethics and the ability to provide/receive open, honest feedback back in a timely manner

Desirable Skills and Experience

- MSc. or PhD. qualification (or equivalent) in either Chemistry, Biological Sciences or Biochemistry
- Willingness to lead change and develop culture

Training Provided

- H.E.L product portfolio – technical, commercial & strategic
- H.E.L product development systems and processes
- H.E.L general business systems
- H.E.L marketing & commercial processes
- Health & Safety Training, as required

Physical Demands of the Role

General Check all that apply

Criteria	Amount of Time			
	None	Under 1/3	1/3 - 2/3	Over 2/3
Stand			X	
Walk			X	
Sit			X	
Use hands to finger, handle or feel	X			
Reach with hands and arms	X			
Climb or balance	X			
Stoop, kneel, crouch or crawl	X			
Talk or hear	X			
Taste or smell	X			

Weight lifting or force exertion Check all that apply

Weight	Amount of Time			
	None	Under 1/3	1/3 - 2/3	Over 2/3
Up to 10 pounds (4.5 kg)			X	
Up to 25 pounds (11.5 kg)		X		
Up to 50 pounds (23 kg)		X		
Up to 100 pounds (45 kg)		X		
Over 100 pounds (45 kg)		X		

Specific Vision Requirements Check all that apply

Ability	Required?
Close vision (Clear vision at 20 inches/ 50 centimetres)	Y
Distance vision (Clear vision at 20 feet/ 6 metres or more)	N
Colour vision (ability to identify and distinguish colours)	Y
Peripheral vision (observing an area above, below, left or right while eyes are fixed on a given point)	N
Depth perception (three-dimensional vision, ability to judge distances and spatial relationships)	N
Ability to focus (ability to adjust eyes to bring an object into sharp focus)	N