

Job Specification

Position	Head of Product Management
Reporting to	Sales & Marketing Director
The Company	<p>Brigade Electronics, established in 1976, is at the pinnacle of commercial vehicle and mobile plant safety. A founder and innovator of sensing and monitoring systems that have helped save countless lives across the globe for over forty years.</p> <p>Whilst our portfolio can be emulated, our commitment to vehicle safety, our reliable, trusted products and our dedicated team of experts, cannot. We invest in people as well as technology. Everyone in the Brigade family understands the life-changing significance of the products and service we provide and the importance of outstanding systems that work in the most demanding of situations.</p> <p>The Brigade Group organisation is based in the UK and has subsidiary companies in the USA, Canada, Germany, France, Italy, The Netherlands and Poland, and selling in to over 80 countries world-wide via our National Distributor network.</p>
Purpose of Role	<p>This is a new senior management role responsible for the direction and performance of the company's safety product portfolio, helping to drive both company growth and profitability.</p> <p>Having understood strategic direction and key market selection, the candidate will be expected to work with the Product Management team and other relevant teams across the business to lead the development of ambitious, yet sustainable product roadmaps, before planning for and ensuring delivery to specification, time and budget.</p> <p>Whilst innovative technology and new products are essential, a balance must be struck between delivering these and maintaining and growing the existing product range, which already covers multiple technologies.</p> <p>Understanding of safety concerns in the commercial vehicle and mobile machinery sectors will be critical to success. Therefore, whilst an office-based role, a reasonable amount of travel to meet with customers and</p>

	<p>understand product applications will be required both in the UK and overseas.</p> <p>Relationships across the business will also be vital. The creation of strong internal collaborative relationships with, especially, the Engineering, Purchasing, Sales and Marketing functions is essential.</p> <p>The position includes leadership and management of a team of 4 Product Managers (3 x Senior, 1 x Junior).</p>
<p>Key Responsibilities</p>	<ul style="list-style-type: none"> • Department Management • Product Roadmap Development & Management • Product Lifecycle Management • Product Sales Forecasting, Reporting & Review • Ad hoc projects and other activities
<p>Key Tasks, but not limited to</p>	<p><u>Departmental Management</u></p> <ul style="list-style-type: none"> • Play an active role as a member of the Sales & Marketing management team to ensure co-ordination within the department and drive progress for the company. Team comprises Sales & Marketing Director, Marketing Manager and Export Sales Manager. • Guide and mentor staff, demonstrating understanding of challenges and ability to assist. • Delegate and manage workloads to achieve product specialism and expertise, whilst ensuring high levels of product support to customer facing teams. • Develop and resource team in line with changes in product portfolio. • Set appropriate objectives for staff and manage performance against targets. • Ultimately, empower Product Managers to own and drive their product groups. <p><u>Product Roadmap Development and Management</u></p> <ul style="list-style-type: none"> • Integrate Senior Management strategic goals with; market understanding; customer feedback; technology developments from suppliers; and internal expertise, to develop and own product roadmaps that will deliver customer satisfaction, sustainability and drive growth. • Critical to success will be harnessing the wide and varied knowledge and experience of our internal teams, so strong collaborative relationships with Engineering, Logistics, Sales and Marketing functions are vital.

- Continually review new opportunities, ideas or market developments, such as regulatory changes, and adapt roadmaps as necessary.
- Regularly share roadmaps with senior management team to ensure buy-in, focus, effective prioritisation and that resourcing needs are met.

Product Lifecycle Management

- Work with the team to ensure products are managed through their lifecycle using Brigade’s New Product Development & Introduction process, through requirements setting, development, launch, upgrade and retirement.
- Particular focus must be paid to the requirements setting and launch phases, the former to give clear direction to the Product Development teams, the latter to give the best chance of early market success and positive return on investment. Amongst the wide variety of requirements here professional and relevant sales training is vital.
- To achieve this, ensure cross-functional project teams are established to deliver new products or product upgrades successfully, led by Product Management. Enlist specific Project Management support where strategic importance or complexity of delivery demands.
- Ensure all product initiatives are project managed through the companies’ Product Lifecycle Management (PLM) tool, using industry standard gated process.
- Take opportunity to drive PLM tool improvements in line with process development.


Product Sales Forecasting, Reporting and Review

- At least annually, perform and present Product Category reviews that consider sales performance in light of various segments, be that customer type, industry or geography. Use this as a basis for suggesting category plans for next 12 months including potential new products, product improvements, marketing activity, sales targeting or obsolescence. Ensure above is considered as part of annual budgeting process.
- Deliver ongoing KPI reporting against product sales targets and taking remedial action, if necessary, to recover sales. This is especially important in the case of brand-new products or technologies.
- Work closely with subsidiary companies and export customers to understand their product sales performance and initiatives and provide specific support as required – whether in terms of information, applications, training or sharing successes from elsewhere in the business.

	<p><u>Ad-hoc projects and other activities</u></p> <ul style="list-style-type: none">• Learn and understand the various industries, geographies and customer types Brigade service and keep fully up to date in this respect. Company training will be given in this respect where possible.• Assist and provide input to projects that require Product Management input from time to time.• Contribute to company development by bringing opportunities to the attention of the Board of Directors.
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Person Specification

Essential	Desirable
<p>Education and Training</p> <ol style="list-style-type: none"> Candidate should be educated to Degree level (ideally in a marketing or product management discipline) 	<ol style="list-style-type: none"> Experience of, or evidence of, an aptitude for marketing Aptitude for technical understanding PRINCE or other project management qualification(s)
<p>Experience and Skills</p> <ol style="list-style-type: none"> Experience of running and managing a Product Management team, ideally in safety and / or electronics and / or automotive sectors. Evidence of developing product strategy and product roadmaps and then driving delivery. Strong commercial project or product management experience vital (minimum 10 years' experience) with a track record of success Financially astute Proven ability to deliver cross departmental projects The ability to work across different product launches at any one time and to oversee and report on progress at a high level Expertise in product life cycle management MS Office – especially Excel 	
<p>Personality and Motivation</p> <ol style="list-style-type: none"> High level of People Management abilities Flexible approach, able to handle multiple projects. Resourceful in providing solutions and support. Practical aptitude with methodical approach to detail. Able to work to tight deadlines. 	

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<p>Interpersonal Skills</p> <ol style="list-style-type: none"> 1. Articulate with high level communication skills with the ability to communicate effectively with customers, management and colleagues 2. Able to lead cross departmental teams and gain their trust and respect 3. Helpful and approachable 4. Strong customer orientation 5. Team player 	
<p>Communication & language skills</p> <ol style="list-style-type: none"> 1. Very clear spoken and written English is critical 	<ol style="list-style-type: none"> 1. Additional languages
<p>Other requirements</p> <ol style="list-style-type: none"> 1. Flexibility to work the hours required to achieve results 2. Attendance at meetings and exhibitions that may be out of hours or on weekends 3. Office based but overnight stays away are necessary and essential 	

Employee Signature: _____