

CAREERS AT CERTSURE

Job Title:	Product Manager
Location:	Certsure operate hybrid working to support a positive work-life balance, which means we're flexible as to where you're located. We have two offices, one in Houghton Regis and one in Chesterfield, and hybrid working allows you to work remotely with occasional attendance at one of our offices when required, or to split your time between regular attendance at one of our offices and to work remotely.
Salary:	circa £55K
Hours:	Full time 35 hours a week.
Contract:	Fixed term contract for 6 months.
Vacancy Number:	023/069
Closing Date:	1 st December 2023

About the role...

We have an exciting opportunity for a Product Manager within our Training Department to join our Organisation.

The Product Manager will be responsible for helping to strengthen our education and training value proposition, owning the end-to-end journey for the development of new and optimisation of existing, education and training product bringing these to market and achieve the organisations revenue and profit goals.

With a strong focus on growth the jobholder will spot market opportunities and prepare robust business cases to scale the proposition and increase CLLPs market share of education and training products and services.

In this role, the successful candidate would be required to work from our Head office, Warwick House, for a total of 2 days a week and as and when required, and the rest of the week can be worked from home. With the requirement to travel occasional to our Training Centre in Chesterfield. You'll be provided with the necessary IT equipment to support remote working.

About the company...

Certsure offers industry-leading certification services, Building Regulations schemes, products and support to the construction industry. We are dedicated to providing professional services and certification to a wide range of customers across the building services sector. Our products and services are delivered through the marketing-leading brand NICEIC. Quality is the foundation of everything we do and as a result, many of our products are Government-recognised and United Kingdom Accreditation Service (UKAS) approved. From the technically excellent assessors to service advisors who really "get" our customers – we are always on the lookout for talented people to join our team. We aspire to have a diverse and inclusive workplace, and as an equal opportunities employer, Certsure is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of

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age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

What you'll be doing...

Champion the development of new products and services

- **Product validation.** Work with data and customers to validate new ideas ensuring they meet customer needs and are commercially viable. Test product hypotheses and design experiments to confirm or reject assumptions.
- **Proposition.** Using customer insights, competitor and market analysis determine user profiles to create robust value propositions and articulate a clearly defined and differentiated proposition. Define the relationship between master and product brands to enable the business to clearly articulate product, proposition and provider.
- **Commercial value.** Carry out market and competitor analysis to prepare and present robust business cases, working collaboratively with stakeholders and peers to make key investment decisions.
- **Product definition.** To determine the business requirements for new development and translate these into functional specifications for learning and development and technical teams. Ensure clarity for these tasks is achieved throughout each Sprint through participation in planning, refinement and reviews. Ensure product development meets defined acceptance criteria through testing and customer feedback.
- **Customer focus.** Collaborate with others on customer-facing activities to facilitate the on-boarding of customers and seek feedback following each release. Ability to analysis qualitative and quantitative feedback and provide recommendations.

Focus on delivery and continual improvement

- **Operating model.** Lead the creation of a digital first operating model, working in collaboration with the training operations team to transition ways of working and delivery.
- **Product planning and delivery.** Plan activity and facilitate discussions to establish the business value for each work package and/or project. The creation of a requirements backlog including defining criteria and scenarios for acceptance testing. Work with the education/training team to prioritise development to continually ship new developments.
- **Go-to-market.** Effectively brief the marketing team to ensure the messaging of products are in line with Certsure/NICEIC brand and tone of voice and ensure the communication resonates with the intended audience and the most appropriate channels are used to market. Work with commercial and marketing teams to effectively 'trade' the products to achieve commercial and customer satisfaction goals.
- **Transition plans.** Where appropriate, working with Certsure departments, develop plans and criteria to transition pilots and trials to mainstream delivery ensuring a timely and effective handover is made to achieve scale.
- **Gather and keep abreast of industry and customer trends** that provide Certsure with opportunities and mitigate competitive risk.

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- Manage customer insight panels to continually seek feedback and advice from users of key existing and new products and services.

Become the 'go-to-person' for your products

- Build effective relationships with your key stakeholders in particular subject matter experts, technology and marketing teams.
- Successfully engage and influence colleagues to come up with better designs, better technology and better solutions for our customers' problems.

Success Measures

- Deliver business benefits in line with product goals
- Contribution from new products to recruit, retain (demonstrating added value) customers and/or generate new revenue streams
- Generating increased usage of products and services which have a positive impact on member retention and likelihood to recommend
- New business ventures which add value to the organisation and enhance the reputation of Certsure

What we're looking for...

- High degree of commercial acumen and entrepreneurial spirit to ensure products delivery.
- Can demonstrate a collaborative approach to decision-making and problem-solving, challenging and supporting colleagues, to influence and inspire others to take action.
- Strong project management experience of leading multiple projects within a matrix environment.
- Creative approach to problem solving with the ability to focus on the detail while maintaining the bigger picture.
- Product management experience, working closely with technical subject matter experts and technology teams developing education and training products.
- Exemplary customer focus and experience in translating customer and business needs into requirements.
- Skilled in communicating complex information to end users and to internal stakeholders.
- Excellent communication skills to sell the product vision at all levels from end-users to senior managers.
- Able to present and explain findings in order to engage and influence stakeholders.
- Excellent communicator in written, listening and oral form.
- Ability to inspire and engage people, maximising their enthusiasm, commitment and ability to deliver business performance.
- Demonstrable management skills and experience.

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- Ability and commitment to follow Certsure's Behaviours for Success.
- Takes ownership and personal responsibility for own learning and development.
- Ability to work collaboratively across all areas of the business.

What we offer you...

- 25 days annual leave (pro rata for part time)
- Up to 3 flexi-days each year (pro rata for part time)
- Special domestic leave of up to 5 days each year (pro rata for part time)
- Learning and development opportunities
- Pension scheme
- Life Assurance
- Private healthcare
- Employee Discount platform
- Loyalty days
- Loyalty awards
- Employee Recognition
- Refer-a-friend scheme
- Free eye tests
- Bike loan scheme

Find out more about us...

Websites: www.certsure.com or www.niceic.com

Twitter: @officialNICEIC

LinkedIn: <https://www.linkedin.com/company/niceic>

Facebook: <https://www.facebook.com/NICEIC/>

Instagram: <https://www.instagram.com/officialniceic>

How to apply...

If you think this is the job for you, then we'd be delighted to hear from you!

Please send your CV and a covering letter to vacancies@certsure.com.

We're unable to respond to all applicants due to the high volumes of CVs we receive. Therefore, if you don't hear from us, unfortunately this means you've been unsuccessful on this occasion.