

**Position title:**

**Product Manager**

**Location:** UK Head Office, Borehamwood /  
Home base

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**Department:** Marketing

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**Reports to:** Paul Orange,  
Chief Commercial Officer

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**Direct reports** Service product manager

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**H.E.L Contact:** Paul Orange

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## 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.

## Responsibilities of the role

- Market, customer & competitive analysis to identify attractive market opportunities for H.E.L Group
- 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
- Equip the sales team with the skills, knowledge, and tools to effectively sell the products & services
- Plan and support the execution of the 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
- Direct line management of the After-sales (Service) Product Manager
- Indirect line management/support for the Software Product Manager
- Maintaining relevant company SOPs for product management and product marketing
- *Ad hoc* sales support for specific deals, specifically commercial assessment of custom projects

## Candidate requirements

### Minimum Education and Experience

- Five years or more working in a product manager role for scientific instrumentation
- A BSc. in Chemistry, Biological Sciences or Biochemistry - MSc. or PhD. qualification would be preferred
- Demonstrated capability in gathering relevant market & customer insight
- Writing customer-outcome based product specification documentation
- Exceptional cross-functional working and project management experience, allied with indirect team leadership
- Project management skills and working within an Agile development environment
- Using external and internal data sources to deliver evidence-based, data-driven decision making

### Preferable Skills and Attributes

- Demonstrated bias for action and decision making in a fast-paced, ambiguous environment
- Exceptional interpersonal and team-building skills
- Willingness to lead change and develop culture
- Excellent prioritization and time management capabilities
- A strong sense of ethics
- Open to give and receive open, honest feedback back in a timely manner
- Line management experience
- The ability to travel up to 50% of the time – travel requirements may be sporadic, with periods based in the UK office or home office

### 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