

ALLEN & HEATH

JOB DESCRIPTION

JOB TITLE	PRODUCT MANAGER INSTALL (Ref:)
DEPARTMENT	SALES & MARKETING (Cost Code:)
REPORTING TO	HEAD OF PRODUCT MARKETING
ROLE TYPE	PERMANENT / FULL TIME
SALARY	DEPENDENT UPON EXPERIENCE

JOB SUMMARY	<p>To drive opportunities in the install sector by implementing strong technical marketing of the product range and developing relationships with key players in the sector</p> <p>To be an authority on all aspects of the Allen & Heath product range with regards to fixed install applications</p> <p>To ensure that Allen & Heath provides world class service to its customers and distributors</p>
KEY DUTIES	<p>Product Marketing</p> <p>Develop programs and deliver webinars and trainings to educate distributors, dealers, system integrators, contractors and end users on the products.</p> <p>Produce product bibles which provide all the data required by Sales and Marketing to successfully position and promote the products. Curate and supervise technical product documentation.</p> <p>Work with the Marketing team in developing overall brand vision and strategy with regards to the install market.</p> <p>Support product launches and targeted marketing campaigns, including production of multimedia content.</p> <p>Attend international trade shows and support the technical aspects thereof.</p> <p>Business Planning</p> <p>Work with the Sales team to identify sector related growth opportunities.</p> <p>Assess market potential for products and solutions in the install sector.</p> <p>Develop relationships with key players in the installation sector, including consultancy agencies, architects and system integrators.</p> <p>Product Planning</p> <p>Undertake market research in the install market. Keep track of competition and analyse opportunities / threats supporting the companies' strategic direction.</p>

Bring forward proposals on new products and ranges suitable for the install sector.
Liaise with R&D on the specification and development of new products representing the customer's voice and providing market intelligence.

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PERSON SPECIFICATION

QUALIFICATIONS	Degree or other suitably equivalent qualification or level of knowledge	Essential
EXPERIENCE	Knowledge of the Install market	Essential
	Product management or product marketing experience	Essential
	Technical Background in IT and networking, including use of Autocad and MS Visio	Essential
	Familiarity with A&E and tender specifications	Essential
	Experience of AV system design and audio networking	Essential
	Experience of writing and implementing product documentation	Essential
	Experience as an installer, system contractor / consultant / designer	Desirable
	Knowledge of the Allen & Heath product range	Desirable
	Experience of delivering technical training or seminars	Desirable
ATTRIBUTES	Well-developed analytical and evaluative skills	Essential
	High degree of accuracy and attention to detail	Essential
DISPOSITION	Well-developed presentation skills	Essential
	Individual should be a self-starter, willing to work in an independent and flexible work environment	Essential
OTHER REQUIREMENTS	Ability to travel internationally	Essential
	Able to communicate effectively and proactively to customers with different cultures and languages	Essential