



## JOB DESCRIPTION

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<b>Job Title:</b>	Product Manager – <b>ViaLite &amp; PPM Test</b>
<b>Purpose of Job:</b>	Provide Product Management, including technical marketing content to drive sales of the <b>ViaLite</b> and <b>PPM Test</b> product brands.
<b>Location:</b>	Shrivenham Hundred Business Park, Watchfield, Swindon, SN6 8TY, UK
<b>Reporting to:</b>	Richard Jacklin, Director of Sales - <b>ViaLite</b> and <b>PPM Test</b>

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### RESPONSIBILITIES:

#### Product Management:

- Tracking market trends and opportunities covering RF over Fibre market in Satcom, Broadcast, GNSS timing, EMC test and other related markets
- Collating new product concepts and product enhancements, building in competitive advantage
- Building requirements specifications and business cases for New Product Introduction (NPI)
- Development of Product Roadmap, in agreement with Engineering department
- Provide support through the NPI process through to Engineering and Product completion
- New product sales enablement including; direct & reseller sales presentations, value proposition, training & training materials, webinar, datasheets, product configurator, pricing, marketing collateral, introduction into key customers etc.
- Practically demonstrate all features of the **ViaLite** and **PPM Test** product range

#### Sales & Marketing Support:

- Support marketing to plan and attend major shows including targeted message delivery and provision of relevant **ViaLite & PPM Test** hardware on exhibition stands.
- Write content for the **ViaLite & PPM Test** website including white papers and case studies, and emailer updates and provide targeting advice to marketing
- Plan and execute launch of new products with the support of marketing.
- Support Sales team on large RFP and customer bids

#### Other Activities:

- Cover for supporting sales technical calls
  - Other tasks that may be needed to support the business
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### SKILLS/EXPERIENCE/QUALIFICATIONS

- Degree in Electronics, Computing, Mathematics, Science or equivalent
- Minimum of 2 years post qualification technical experience, ideally with in wireless communications e.g. Cellular, Satcom, or Broadcast. Should be conversant with basic RF (Radio Frequency) principles.
- Good written and spoken English
- Warm outgoing personality

- Enthusiastic about customers and their needs
- Excellent Excel, Word, Visio and general IT skills

**REQUIRED BEHAVIOURS:**

- **Customer Focus** – Understand that *ViaLite* & **PPM Test** customers demand superior performance, high reliability products, and customer centric approach. Be prepared to visit interesting and challenging customer environments
  - **Flexibility** – Be able to juggle many projects and requests at the same time. Be able to travel UK and overseas (including long-haul), sometimes up to 1 week in each month.
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