



How many lives have you saved today?

FFE Ltd is a specialist fire detector manufacturer and is one of the world's largest manufacturers of optical beam smoke detectors and flame detectors. FFE is part of the Halma plc group, a UK based global FTSE 100 company. Fireray® beam detectors offer a cost-effective method of protecting wide areas against fire. Examples include museums, warehouses, atria, sports stadiums, gyms, theatres etc. Talentum flame detectors detect across a wide spectrum making it an obvious choice for most flame detection applications. FFE aviation extinguishers are present on over half the world's commercial flights.

Furthermore, here at FFE we value our employees giving them the freedom to be creative and innovative. Having a great team spirit and people that are proud to work for a company that saves lives, our teams see the direct impact of their efforts in the daily operations.

Position: Product Manager
Functional Area: Sales and Marketing
Reporting to: Head of Product Marketing
Location: Hitchin, Hertfordshire
Salary: £50k-£58k per annum with extensive benefits, bonus and generous Halma Pension plan

Key responsibilities will include:

Strategy

- Propose and implement business strategies for products
- Review and evaluate existing product portfolio with respect to FFE market segments, audiences and verticals
- Secure long-term profitable growth and the achievement of revenue and profit – focusing on specified product ranges and key geographical markets
- Propose product roadmap – identifying trends and opportunities for FFE in the future
- Propose strategic aims, vision and market ambition for the responsible products
- Propose revenue targets and profit margins, and ensure cost base targets are not exceeded

Product Lifecycle Management

- Interact with the internal and external audiences to clearly understand the market requirements and perceptions of the FFE portfolio
- Analyse the market and competition with a view to ensure product leadership
- Recommend and document new product opportunities. Review, justify and quantify all new product opportunities. Propose ideas for development that fit within the business strategy
- Propose comprehensive product and market plans
- Full end to end product ownership through the entire NPD process and product lifecycle; NPD documentation, Go-to-market plans, Pricing, Alpha & Beta testing, obsolescence among others
- Propose annual pricing reviews and conduct continuous margin analysis

Partnerships

- Build external relationships with our audiences, the wider market and external agencies to maximise the quality of information gathered



- Build collaborative internal relationships with staff across the Product Marketing team and the wider business to ensure the smooth progress of projects

Communication

- Interface with all relevant areas of the business at all levels required. Understand the key drivers for each area to ensure buy in for all activities
- Support the communication of product roadmaps, product strategy, and implementation plans
- Meet with stakeholders for discussions about new products and innovations. Make regular visits to partners and audiences to understand their respective strategies and ensure alignment
- Support the construction of the Launch Calendar. Maintain credibility within the business and ensure support activity is fully aligned. Ensure activities required from the Mar-coms team are in line with the planned product introduction and delivery
- Work with the Mar-coms team and sales managers to develop marketing materials, strategies and tools to support selling efforts. Ensure appropriateness of the material to the respective product
- Support local and international activities to enhance product communications both internally across FFE's departments and sites and with our customers and partners. Present updates at Sales and Marketing meetings, project meetings and Director NPD sessions
- Assist with information for the yearly marketing plan / budget and calendar

General Responsibilities

- To maintain and store sensitive and confidential employee information in a secure manner in compliance with the Data Protection Act and GDPR
- The duties and responsibilities in this job description are not restrictive and the post holder may be required to undertake any other duties which may be required from time to time. Any such duties should not, however, substantially change the general character of the post

Skills & Experience:

- Product Lifecycle management experience
- Strong verbal, written communication and presentation skills
- Strong numeracy/commercial acumen and data querying
- Experience in developing product strategies for multiple product categories
- Experience managing P&L, delivering profitability
- Good understanding of Agile and Waterfall project management methodologies
- Be consumer-focused, obsessed with solving problems and looking for opportunities to improve
- Experience and cultural understanding for markets in the Americas, EMEA and APAC regions
- Excellent knowledge the fire industry