

# Product and Portfolio Manager

## Job Description

<b>Salary Range:</b>	£40,708 to £46,523 per annum
<b>Band:</b>	4
<b>Job Type:</b>	Full time (37.5 hours per week)
<b>Contract Period:</b>	Permanent
<b>Reporting to:</b>	Chief Operating Officer
<b>Team:</b>	Portfolio Development Team
<b>Location:</b>	Oxford / hybrid working (Up to full time from home, in line with Picker's remote and home working policy)

## About Picker Institute Europe

Picker is an Oxford-based charity with an international reputation as a key authority in the measurement and improvement of patient experience. Our mission is to make person-centred health and social care a reality for everyone. We operate in a Group structure, which includes Picker Institute Europe (the charity) and Picker HWA (a wholly owned subsidiary).

Researching and measuring the experiences of patients, service users, and staff are key areas of our work. We develop and run surveys for a wide range of public and private healthcare organisations, as well as national bodies, voluntary sector organisations and international healthcare providers. Furthermore, we conduct original research using qualitative and quantitative social research methods to investigate issues related to people's experiences of care and organisations' efforts to improve services.

## Portfolio Development Team

The Portfolio Development Team is a new team that leads the development, launch and lifecycle agenda/activity for the charity's portfolio, increasing peoples' ability to understand, measure and act upon experiences of care in order to improve its quality. The team works with a wide range of internal and external stakeholders, including care providers, national/international bodies, academic institutions, and charities to develop the charity's impact and income through the growth of its portfolio of products and services.

## Purpose of the role

The Product and Portfolio Manager will have an important role in the introduction of new products and services, bridging the gap between expert colleagues and market impact. They will be expected to work closely with colleagues including researchers, data scientists, and project managers to identify and develop innovative ideas into marketable services. By building an understanding of customer needs and our capabilities, they will help us to deliver products and services that support our growth and charitable impact. The role will include responsibility for meeting a new business target, which will be achieved principally via lead generation through effective marketing content and campaigns, working closely with the Marketing and Communication Manager.

This is an important and dynamic role that will demand strategic thinking and a strongly collaborative approach. The post holder will require excellent experience and a track record of success in product lifecycle management and/or product development, ideally in a related field. The role will also offer significant autonomy and the opportunity to exercise creativity in developing the approach.

## Duties and responsibilities

### Product/Portfolio Management

- Manage the existing product portfolio, reviewing the existing offering in relation to market trends, client needs, the competitive landscape, and the Charity's strategic goals.
- Develop detailed product knowledge across the portfolio of products, leading development activity for each area alongside ongoing assessment of financial performance and product/service viability.
- Recommend and oversee product improvements, using market demand and customer and colleague feedback to identify and prioritise change. Recommendations should be informed by calculating investment requirements and weighing these against expected benefits, including return on investment and charitable impact.
  - Work with wider colleagues and agencies to obtain insight to the product and portfolio area to inform product development. Taking this insight and successfully applying to the portfolio
  - Develop/hold industry sector knowledge across relevant sectors, service areas, and geographic regions, and stay well informed of market developments, trends, need and demand.
  - Understand competing offerings and develop a clear position for the Charity's offerings.
  - Track market gaps, opportunities and Picker positions of strength to generate product development opportunities.
  - Determine new product ideation and development based on market and customer needs and global growth opportunities.
- With the Executive Team, develop and agreed set of key performance indicators (KPIs) for

monitoring of portfolio performance, and produce regular data reports utilising these KPIs.

### **New Product Development**

- Working with the Chief Operating Officer and service leads to understand trends and opportunities across the portfolio and associated markets.
- Engage with expert colleagues from across the organisation to understand and support the development of their product ideas, evaluating these against internal and external factors including feasibility, expected value, and market demand.
- Financial and strategic modelling of new product options based on market demand, fit to Picker strategy, impact/income potential, strength of offering and ability to reach target audience.
- Work closely with marketing & communications colleagues to agree wider communications support for the promotion and growth of the Charity's product and service offer.

### **Portfolio Promotion**

- Work in partnership with the Chief Operating Officer, Head of Service Delivery, service leads, and the Marketing and Communications Manager to develop marketing plans to support demand generation on a thematic basis, providing expert product knowledge, customer insight and new business leads.
- Work with the Head of Service Delivery to determine the client journeys for the charity's portfolio of services. Aligning the service offer to maximise client value, including aligning messaging/timing of campaigns and marketing content to maximise engagement and new business opportunities
- Lead the development of marketing plans/activities, with marketing communications colleagues, to determine optimum promotion periods and content. Collaborating with and obtaining the support of programme delivery leads to ensure maximum impact from marketing and sales activities.

### **General Duties**

- Contributing to the work of Picker by:
  - Fully engaging and participating in the achievement of Picker's aims and objectives.
  - Advocating new approaches, processes and methods to enhance Picker's performance.
  - Promoting the sharing of knowledge and communications across teams within Picker.
- Ensuring compliance with all company policies, internal working practices & external regulatory requirements on data protection and ethical standards (e.g. Quality Assurance Framework, Data Protection Act, GDPR, ISO 27001, ISO 20252, and MRS Code of Conduct).
- Other reasonable duties, as requested by line manager.

## Person Specification

<b>Experience, knowledge and understanding</b>	
Demonstrable experiences in product/portfolio lifecycle management.	<b>E</b>
Demonstrable experience of managing project timetables, including reviewing progress and amending plans to address changing requirements	<b>E</b>
Proven track record of successfully developing a cohesive portfolio strategy that supports brand integrity/growth, whilst growing individual business lines/products/services	<b>E</b>
Significant experience of meeting product/service business targets. Including driving business growth with new services and/or in new markets	<b>E</b>
Experience of success in the development and qualification of a new business pipeline (including campaign management and follow-up)	<b>E</b>
Experience of proof-reading business and/or marketing documents	<b>E</b>
Understanding of the principles of confidentiality and data protection	<b>E</b>
Experience of budget management	<b>E</b>
Experience of managing relationships with subcontractors and/or suppliers	<b>E</b>
Experience of providing quality management information to support role and team success	<b>E</b>
Understanding of the principles of corporate governance	<b>D</b>
Experience or knowledge of the health/social care/charity sectors	<b>D</b>
Experience of process standardisation methods (e.g. Lean, Six Sigma)	<b>D</b>

<b>Skills</b>	
Impeccable customer service skills in a business environment	<b>E</b>
Demonstrable leadership skills, with the ability to lead projects through to successful completion	<b>E</b>

Excellent oral and written communication skills, using a variety of media and with range of internal and external stakeholders	<b>E</b>
High levels of IT literacy, especially in Microsoft Word, Excel, PowerPoint, Outlook, Teams and Dynamics	<b>E</b>
Ability to demonstrate high levels of attention to detail	<b>E</b>
Highly numerate and confident in dealing with quantitative data including management and financial information	<b>E</b>
Ability to work collaboratively at corporate and departmental levels and, wherenecessary, with external suppliers and contacts	<b>E</b>
Excellent grasp of the English language in the business context	<b>E</b>
Ability to apply innovative thinking to identify how new research methodologiescould be beneficial to the organisation and its clients	<b>D</b>
Experience of using any of the following specialist software packages: Qualtrics, ClickUp	<b>D</b>

<b>Personal Qualities</b>	
Flexible and facilitative working style	<b>E</b>
Strong organisational skills with a methodical approach and excellent attention to detail	<b>E</b>
Ability to prioritise multiple demands, and work to deadlines	<b>E</b>
Empathy with Picker and its aims	<b>E</b>

Qualifications	
Qualified to degree level or equivalent professional experience	E

**E = essential D = desirable**

**This job description is not contractual and is liable to change over time.**

Picker is committed to equality, diversity, and inclusion in all that we do. We welcome applicants from diverse communities and backgrounds and we are a Disability Confident employer.

All roles at Picker require a criminal record check. Picker will not automatically refuse to employ someone with a previous criminal conviction.

For further details, please contact the HR team by email; [hr@pickereurope.ac.uk](mailto:hr@pickereurope.ac.uk)