



Product/Proposition Manager | Job Description

Blended Working (3 days a week based in Cheltenham UK Office)

Ref: R000140

Overview

We are looking for a Product Proposition Manager to lead on all product proposition development and develop the Go To Market strategy for new products globally.

Responsibilities

- To audit all existing product propositions relative to competitor offerings globally
- Develop compelling product propositions for new products to ensure differentiation from competitors and lead these launches globally
- Be responsible for prospect and customer persona development
- Use cases and value propositions and collaborate with the marketing team to create and align content across all customer journey stages
- Translate technical and product capabilities into powerful, digestible, and differentiated messaging for customer personas
- Build and lead product launch plans with the wider marketing team
- To maintain an active watch of key competitors and share knowledge of competitor products internally on a regular basis
- Supporting the training manager in the creation of engaging training materials for both internal teams and external customers
- Support training manager in developing techniques to assess trainee's knowledge of training content
- To interface with the product team to produce accurate, always up to date product documentation
- To ensure that product documentation is well presented for internal and external use

Strongbyte Solutions trading as **VoCoVo**

Wychwood Business Centre, Milton Road,
Shipton-Under-Wychwood, Oxfordshire, OX7 6XU

T: +44 (0) 3301 373789 | E: hr@vocovo.com



Requirements

- Ability to work on own initiative and show strong leadership
- 5+ years experience in product marketing and proposition development
- Good stakeholder management skills
- Experience in international markets, ideally in retail sector, but not essential
- Delivery focused with strong time management skills to ensure product launch timetables are met
- Strong commercial skills and experience in working closely with sales teams and customers
- Strong communicator
- Attention to detail and high levels of accuracy
- Ability to prioritise and collaborate
- Relationship management
- 50 miles from Cheltenham – 3 days a week in the office

If you are excited by this challenge then we want to hear from you.

To apply, please forward your CV and covering letter, detailing why you feel this role is perfect for you to hr@vocovo.com

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