

**ALLPAY LIMITED**

[Title]

<b>Owner</b>	HR Manager	<b>Date Created</b>	28/01/2010 14:48:00
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**1. JOB IDENTIFICATION**

**Job Title:** Senior Product Manager  
**Responsible to:** Head of Product Management  
**Department(s):** Product Management

**2. JOB PURPOSE**

To set the product strategy, drive the performance of existing products and develop the company's new and enhanced products in line with the company business strategy.

**3. DIMENSIONS**

To effectively manage a product portfolio for value.  
To develop new and enhanced products and services.  
Responsible for monitoring the market, competitors, and liaising with industry bodies, partners, key suppliers and internal colleagues to maximise profitability and client and customer satisfaction over time.

**4. ROLE OF DEPARTMENT**

The Product Management team determines which products to offer and manages them for value. Based on a deep understanding of the market, it sets the product strategy and roadmap, drives the performance of existing products and develops new and enhanced products in line with the overall company strategy. It requires strong relationships across the company and externally to operate effectively.

## 5. KEY RESULT AREAS

To effectively own and manage a portfolio of products and lead on developing new products/features into the marketplace.

Set the strategy and maintain the roadmap for the portfolio, through analysing appropriate company, customer and market information, and undertake appropriate planning to execute the strategy.

Operate as an effective part of small team of product experts becoming a focal point for and allowing sales, marketing, IT and other teams to have detailed knowledge on tap.

Understand and brief senior management on the business goals of maximising value of each product, using technical knowledge of how the products will be delivered and the effort it takes to deliver them and to be the voice of the customer – guiding the company as to what is needed within the marketplace.

Working closely with Market Intelligence, be responsible for understanding the marketplace by collating customer research, competitive intelligence, industry analysis, trends, economic signals and competitive activity.

Responsible for being the recognised the product owner within the business, and working effectively with all areas of the business as necessary to maximise value.

Manage the pricing of the product portfolio.

Responsible for providing expert product knowledge during developments, presentations and demonstrations.

Responsible for the delivery of product launches internally, describing the sales expectations, internal/client benefits, competitor landscape, operational support/implementation and future developments.

Responsible for liaising with internal and external suppliers for product development.

Ensure products comply with relevant regulations and laws.

Liaise with Sales and the Marketing team to define and deliver promotional activity and marketing campaigns and measure their success.

*“The post-holder will be required to undertake such tasks as may be reasonably expected within the scope and grading of the post”.*

## 7. KNOWLEDGE, TRAINING, EXPERIENCE & SKILLS REQUIRED TO DO THE JOB

Educated to degree level or equivalent

Extensive proven experience in product management and new product development at a senior level

A highly professional manner working with partners, suppliers and clients at all levels

Significant business experience and knowledge, with experience in financial services and payments

Excellent verbal and written communication and presentation skills

Excellent interpersonal skills, able to build relationships with and influence colleagues and external contacts at all level, including senior colleagues and board members

Detailed knowledge of the Regulatory landscape covering Financial services and payments, familiarity with PSD2, PSRs and EMRs.

Detailed knowledge of allpay systems and products advantageous

Familiarity with the data protection and security standards

Good Analytical skills

Proficient in the use of Microsoft Word, Excel and PowerPoint

Must be able to work on own initiative and make decisions and evidence those decisions

Willing and able to travel locally and internationally

## 8. JOB DESCRIPTION AGREEMENT

**We confirm that this conveys a full and accurate description of the job**

Job Holder's Signature:

Date:

Manager of Department Signature:

Date:

Director of Department Signature:

Date: