

Job Description

Department: Conversion Group

Location: SLP

Job title: Product Specialist (Conversion)

Reports to: Product Manager

Main purpose of job

To support the Product Manager in managing the product life-cycle.

This role fulfils the need to support customers and global sales channels with Technical and operational information relating to the Snell & Wilcox Conversion Product Range.

To commercially support the sales team with the correct product for a given application and evaluate competitive approaches.

Main functions & responsibilities

- **Product Life Cycle**
 - Work with product management to define the most appropriate solution(s) for customers' workflow requirements involving S&W and third-party equipment where appropriate.
 - Understand S&W and competitive product positioning in relation to the overall market place.
 - Complete relevant competitor analyses and document findings.
 - Provide regular feedback to Product Management on market/competitor activities.
 - Creation of collateral including data sheets and application notes.
- **Technical Support**
 - Support the Sales Team through calls, visits and demonstration at Customer Sites.
 - Primarily provide technical information on the product range to all commercial elements of the business.
 - Where appropriate, complete relevant product training for both customers and internal sales team.
 - Support relevant exhibitions, roadshows, seminars, etc, incl. design, installation & support.
 - Provide sales team with pre-sales technical support/expertise to maximise sales revenue, incl. responses to tenders/RFIs/RFQs.

- **Commercial Support**

- Refer post-sales issues to Customer Care/Service and highlight customer issues that have not been resolved satisfactorily.
 - Close working with global account management and sales channel to understand application requirements and offer appropriate solutions.
 - Instrumental in the organization of demonstrations and equipment.
 - Close working with Product Management to enable good communication with Global Sales team.
 - Closely support and project manage the progress of commercial opportunities.
 - Follow procedures that have been developed to provide effective customer responses.
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Contacts

Internal

- Product Management
- R&D
- Sales
- Customer Care

External

- Key Accounts
 - Potential partners
 - 3rd party vendors
 - System Integrators
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Qualifications/Knowledge/Experience

- HNC in Electronic Engineering or a demonstrable understanding of broadcast systems
 - Good working knowledge of Microsoft Office applications (Word, Excel, PowerPoint)
 - Attention to detail
 - Good analytical and problem solving skills
 - Ability to work under pressure and achieve tight deadlines
 - Ability to work alone or as part of a team
 - Ability to communicate at all levels of organisation with tact and diplomacy
 - Commercial awareness
 - Customer focus
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Additional Information

- Must have a full driving Licence
 - This role will require occasional national and international travel
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Performance Standards

- Achieve mutually agreed objectives, standards and dates
 - Performance reviews will be conducted on an annual basis in addition to interim progress reviews
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Reason for vacancy

- New position
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