



JOB DESCRIPTION

1. Job specifics	
Job Title:	Product Manager, QA Learning
Reports to:	CMO, QA
Location:	London
Department:	Marketing

2. About the role	
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What you'll be doing?	<p>QA's is the UK's leading provider of technology training and talent solutions, and our Learning division offers the largest range of technology training courses. The Product Manager will be responsible for a specific portfolio of technology disciplines within our overall training offering.</p> <p>They will manage the range and quality of courses we offer within this portfolio, and the modes of training through which we make them available. They will seek to understand client and learner needs, the market and our competitors. They will use this understanding to create a vision for how our current portfolio of courses should evolve and be augmented, and work with the relevant subject matter experts to design & develop new training courses and programmes with high commercial potential.</p> <p>They will then drive the delivery of these new products through the business to successful implementation in the market, including setting pricing, building business cases and gaining approval, working with the technology and content teams to build them, and then with the marketing and sales teams to develop robust go-to-market plans with the appropriate level of investment.</p>
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Key Responsibilities	<ul style="list-style-type: none"> • To understand client and learner needs in our category • To identify market opportunities with high commercial potential • To create business cases for new learning products, including pricing • To commission the development of high quality, new learning content as appropriate • To track and manage the commercial performance of products, including proposing offers, campaigns and price changes where appropriate • To co-ordinate marketing and sales activities required to support the successful performance of our products in market • To support product training for colleagues in sales and delivery
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	<ul style="list-style-type: none"> To track and monitor the activity of relevant competitors
KPIs & SLAs	<ul style="list-style-type: none"> Commercial - Grow product revenues Commercial- Own the P&L at the product level Customer - Net Promoter Score at product level
Key Working Relationships	<ul style="list-style-type: none"> Chief Marketing Officer Practice Directors Finance Director, Learning Heads of Sales Head of Content & Learning Design

3. About You

Skills & Abilities	<ul style="list-style-type: none"> Strong commercial acumen Ability to understand customers and translate that into product strategy and direction Ability to work with multiple stakeholder from across the business
Your Experience	<ul style="list-style-type: none"> Strong product development experience within mid to large sized organisations, including the development and testing of new concepts and launching them to market Track record of strong commercial success
Your Knowledge	Knowledge of technology sector would be a plus

Your Qualifications	Degree level or equivalent.
What you'll bring to QA	<ul style="list-style-type: none">• Must demand high standards and set the bar through consistent and high quality personal approach• Be creative & curious, seeing opportunities and solutions• Good planner and problem-solver• Must be able to work at a detailed level• Able to build rapport quickly and create productive relationships across teams