

Job Profile for Head Product Management & Research

To provide relevant, high quality, transparent, robust and well communicated insights and output to the business with respect to the following:

Internal & External Research – conduct research on products and services, conduct market and competitor analysis, monitor market practices and trends to help identify potential products, provide insights and make recommendations aligned with the short, medium and long-term business priorities.

Product Development -drive the definition and execution of new product development and product reviews. determining specifications, product timetables, pricing and integrated plans for the product introduction with the purpose of growing revenue and profitability while increasing market share, brand equity and customer loyalty

Compliance: Ensure full compliance with the PAP Policy.

Product Marketing Management - responsible for supporting the marketing team in developing and implementing the marketing activity plan for each product or service offering. responsibilities will include market opportunity and competitor assessment, product requirements, forecasting, roll out plan, development and implementation, positioning and pricing strategy development, support and trainings to all stakeholders.

Role Qualification:

Academic/Professional: Bachelors' Degree in Mathematics, Actuarial Science, Statistics or related course of study; advanced knowledge of Microsoft Excel; VBA, SAS & R programming will be an added advantage; Progress with actuarial examinations is desirable, but not a must. However, basic understanding of actuarial concepts is required.

Work Experience At least 4 years' experience and with track record in conducting end-to-end product design and set-up processes; Overall knowledge of general management principles and processes to professionally handle the unit; a detailed knowledge of the deliverables of all units including in-depth knowledge of departmental processes and procedures; a developed understanding of all system-produced reports applicable to the Units

Skills and Competencies:

- Excellent communication and presentation skills in both written and verbal context.
- Team oriented - ability to collaborate and build relationships.
- Ability to plan and prioritize work towards the achievement of personal and corporate objectives.
- Ability to value, promote and act with integrity.
- Excellent organizational skills with strong attention to detail and ability to drive results.
- Analytical and computational – make informed decisions through strong analytical, conceptual and critical thinking skills.
- Ability to manage and motivate direct reports to produce high quality results and make significant progress through their career.

Key Responsibilities:**Management/Communication**

- Manage relationships directly with external parties such as, but not limited to, AXA Group entities, actuarial consultants and the company's auditors.
- Ensuring that all necessary policies and procedure documentation is in place and regularly reviewed.
- Participate in cross-functional teams to develop new and enhanced systems, processes, programs, and policies to support business needs.
- Manage, coach and develop reports to meet job accountabilities.

Research and Product Development

- Perform market research to assess viability of potential new products and to measure success of recent campaigns. Research into key areas of the Company's operations, especially with regards to customers, product opportunities and competitive positioning. Carry out analysis of consumer data to determine suitable product offerings and their positioning.
- Identify and commission agencies (and other internal resources) to conduct qualitative and quantitative research and managing all activities to ensure all are quality, efficient and cost-effective research studies
- Research and develop new product in conjunction with other stakeholders such as Sales, Operations, Underwriting and Financial Control.
- Evaluate production costs to develop pricing strategies and understanding the impact of pricing on profit margins
- Develop and define pricing structures by working together with the actuarial portfolio managers
- Prepare PAP plan and reports including all qualitative and quantitative metrics for product in the PAP plan, working closely with risk management
- Develop new products based on research, assess product requirements, carry out forecasting for new product
- Monitor market trends and identify opportunities for new product development where appropriate
- Maintain up to date competitor knowledge. Monitor competitors, perform ongoing research of competitor product features, mix and product development strategy

Product Management

- Support marketing plans geared toward end users for each key product within portfolio, in line with strategy and targets and within budget.
- Support the Planning and concept development and execution of print and media campaigns along with Branding & Corporate Communications team to support product launch and sales drive.
- Assist in product launches and participate in product training and communications

- Assist with the Management of the day-to-day progress of product marketing planning and execution. Maintain brand integrity across product lines, advertising, and all other internal and external communication as it pertains to assigned brand.
- Collaborate to ensure marketing objectives and schedules for all phases of product solicitation and introduction to market including but not limited to sales materials and retail presentations. Produce competitive analysis materials comparing product with its key competitors.

Interested Applicants should send their CVs to **jobtalentrecruit@gmail.com** stating the role applied for as subject of mail. e.g **“Head Product Management & Research”**