

Role Profile: Applications Specialist

Business Unit: Job Family: Department name:		Megger Instruments Limited Marketing and Sales Product Management		
<p>Core purpose:</p> <p>Product Management is the practice of strategically driving the development, market launch, and continual support and improvement of a company's products.</p> <p>Key to the function, is for Product Management to define the strategy and oversee the development and delivery of high-quality product solutions to achieve the company's revenue and profit targets, in line with Megger Instruments and Megger Group's overall strategy.</p> <p>Product development responsibility is from inception to launch and involves engaging with customers through market research and supporting the R&D and engineering teams to efficiently develop the right new products using Lean-Agile development processes.</p> <p>The department is also responsible for managing the existing product portfolio and with product lifecycle management, which involves supporting and upgrading existing products and managing end of life processes. The department also supports and guides the sales in the promotion and application of the company's products.</p> <p>The department is split into:</p> <p>Product Managers: Strategic, R&D, product portfolio leaders</p> <p>Associate Product Managers: Product Owners in the Agile product development process, executing new projects and supporting engineering development operations</p> <p>Product and Application Specialists: Specialist customer support functions for products and applications including promotion, sales support, training, and minor projects</p> <p>Technical Support Group: General, first line, end user customer support for products and applications</p>				
<p>Role summary:</p> <p>The Product and Application Specialist's role is to be the foremost technical specialist on Dover site products & their applications. They provide support both pre- and post-sales to secure business and act as the key link between global sales and Dover site. They have a responsibility for the Dover product portfolio post-launch with regards to strategic promotion, training of sales teams and distribution partners, product quality, managing part numbers & pricing amongst other supporting activities. It is a technical role and requires a detailed understanding of electrical power systems, test and measurement principles and the processes of asset condition assessment.</p>				
Reports to		Director of Business Development	Number of direct reports for role	0
<p>Primary objectives</p> <p>The Product and Application Specialists' primary objective is to realise the company's revenue and profit expectations by supporting the company's existing product portfolio and the launch of new products and services to customers and sales teams.</p>			<p>Customers</p> <p>Internal: Sales / Marketing teams Engineering</p>	

The PAS is the go-to person for site assistance and support for practical product applications. This requires technical competence, as it involves supporting sales team and distributor support enquiries by phone and electronic communications. The PAS is the liaison between the supporting functions and Dover site manufacturing and engineering teams to solve customer issues. They are owners of the customer care system and deal with sales team and distributor enquiries, product training and demonstrations. The PAS team provide commercial pricing support and assist the product manager and marketing communication teams with new product launches through the New Product Introduction process.

External:
End users
Distribution partners

Megger Product and Application Specialists:

- Have a strong knowledge of electrical testing applications and product solutions
- Develop strong external relationships with the market, engaging with innovative customers and OEM's many of whom we meet through participation and support at standards bodies including IEEE, IEC, and Cigre, to name but a few
- Are tenacious and pragmatic in pursuing the best possible outcomes, targeting innovative and creative solutions for the business and customers in line with business priorities
- Are passionate about our application product solutions and evangelize inside and outside the business
- Support our colleagues and stakeholders across the business and promote the success of the broader team
- Measure their success by sustainable support and growth of the business
- Ensure alignment with Product Managers and Business Development Director of the corresponding segment

Main Responsibilities		
Key Result Area	Specific Activities	Measure
Product & Application Support Business Growth	<ul style="list-style-type: none"> • Determine key gaps in the delivery of product segments against plan and provide assistance to the sales team in closing these gaps • Accompany sales managers on domestic and international travels and participate in technical conference calls as product specialist • Support participation in internal events, international, trade shows, exhibitions and industry events by technical demos and webinars. • Create technical content to assist with pre and post sales customer support as well as lead generation such as competitor comparisons, application notes & videos to support group marcomms. 	Product portfolio revenues, successful product developments and launches, vitality index (new product sales performance), CCS cases, enquiry stats, supporting activity

	<ul style="list-style-type: none"> • Support development of products at alpha, beta phases and through the NPIT launch process. • Manage the current portfolio by means of ongoing variant & pricing review reacting to market needs including pricing support requests from sales managers. • Liaise with all relevant company departments to ensure Production, Sales, Support and Service operate effectively for customers. • Feedback customer information to Product Managers for NPD • Conduct customer research through observation/interviews/forums to review market conditions and assess the competitive landscape • Interact with stakeholders within the business and externally • Support and advise engineering teams by representing customer interests in the support process • Support the launch process – To deliver new product to the market. Present new products and applications to the market, to sales teams, distribution partners and end users. 	
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Experience, Skills & Knowledge required to be successful in role	
Technical Skills/Knowledge	Soft Skills
<ul style="list-style-type: none"> • Megger Product and Application Specialists require a detailed understanding of electrical power systems, test and measurement principles and the processes of asset condition assessment, • Experience in a Product Management, Technical Sales or Technical Support role • Good technical background knowledge with understanding of and experience with electrical engineering systems • Good technical writing skills • Ideally experience within a B2B environment • Business analysis and interpretation skills 	<ul style="list-style-type: none"> • A positive can-do attitude, enthusiastic and self-motivated • Ability to prioritise effectively and multi-task • Customer focused with customer facing communication and presentation skills • Willingness to travel (UK and international) • Full drivers' licence required

<ul style="list-style-type: none"> • Lean-Agile development experience an advantage • Product Management and CRM Software experience an advantage (Aha! Jera) as well as CRM/ERP (SAP) <p>Qualifications</p> <ul style="list-style-type: none"> • OND/HND level qualifications, preferably in an Engineering or Marketing discipline 	
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Job Level	<input checked="" type="checkbox"/> Individual contributor <input type="checkbox"/> Leader of People/Senior Level Individual contributor <input type="checkbox"/> Leader of Leaders
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Shared Values
<p>Caring</p> <p>Putting the customer first with a 'can do' approach and fully understanding their needs and challenges. Actively develop close, mutually beneficial, working relationships with colleagues.</p> <p>Captivating</p> <p>Help solve colleague and customer problems by doing something different, by thinking unconventionally.</p> <p>Consistent</p> <p>Bring a positive attitude to work and take pride in your job. Welcome problem solving and shared learning whilst maintaining high standards of work in the team.</p> <p>Creative</p> <p>Be prepared to solve and work out options within the team, think positively about new approaches or alternative ways to solve any problems. Actively seek out opportunities for improvement and feed these back into the business.</p> <p>Confident</p> <p>Seek knowledge, ask questions and support others.</p>

Benefits
<ul style="list-style-type: none"> • Excellent training and development opportunities • Career development in a growing multinational company • Life assurance scheme • 25 days annual leave + UK bank holidays • Salary exchange pension scheme • Day off for your birthday • Flexible working (where possible)