**Purpose:** Responsible for the development of new services and to bring new products to market

**The post holder will**:

* Identify and deliver opportunities for product and service development that will support business growth
* Drive product development across hospital departments.
* To support the drive for and delivery of self-pay patient growth strategy
* Oversee new product or service projects working alongside both internal and external stakeholders

Marketing Director

**Role Profile – Product and Service Development Officer**

Senior Marketing & Business Development Manager

Partner Engagement & Service Development Manager

**Skills and Experience**

Confident with strong verbal/written and interpersonal skills with the ability to engage any stakeholders, teams, managers and partners

Strong commercial awareness

Ability to identify new leads, absorb feedback constructively and sell ideas

Strong project management skills with the ability to take concepts and deliver them undertaking multiple tasks under pressure

Motivated in a fast pace working environment and has the ability to evaluate and reshape activity to meet business and market demand

Well organised and task focussed with the ability to work on your own initiative

Previous experience in project management and product development, ideally within a healthcare setting

Educated to degree level or significant experience in business or product development

Competent in using Microsoft office and CRM systems such as Salesforce

**Key Result Areas**

* Work with the Service Development Manager to research and introduce new products and services to the hospital
* Take ownership and deliver on your own projects working collaboratively with hospital stakeholders
* Identify and understand target markets, competitive environment and customer needs
* Engage and work alongside the hospital consultants and clinicians, to support development and growth within their services
* Working closely with the sales and marketing team to develop product and service launch programs
* Deliver against targets defined for new products/services
* Monitor performance of each new product or service launched against agreed key performance indicators
* Preparation of reports that evidence progress, proposals and achievement against defined service development objectives and targets
* To support achievement of financial and activity targets within the Sales and Marketing service, ensuring budgetary requirements are met
* Demonstrate good governance in all aspects of work by adhering to all standards, operating policies, procedures and protocols

**Measurement**

Performance against personal development plans

Values led behaviours

Deliver products and services within set timelines aligned to the service development plan

Performance against product and service development targets

Product and Service Development Officer

Be Caring
• We know what we do matters
• We’re proud and enjoy what we do
• We promote a culture of care, respect compassion and wellbeing
• We protect the mutual ethos
    Be Connected 
• We collaborate and share across teams, departments and the business
• We listen to understand each other and our member’s needs
• We support one another by having open and honest conversations
• We recognise that we’re stronger together
Be Brave
• We embrace change 
• We challenge and ask ‘why’ as well as  ‘why not’
• We always want to learn
• We are not afraid of trying new concepts and ideas
      Be Smart
• We approach problems with a solution mind-set
• We actively seek to improve and be better and we learn from our mistakes
• We spend members money wisely
• We’re invested in the future of our business


**Values**