

Job profile



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| Job title: | Product & Customer Strategy Manager | Reports to: | Head of Marketing |
| Operating company: | Denplan Ltd | Location: | Winchester |

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| Date: | 27/01/12 | Grade/job units: | Manager B | Job code (if applicable): | |
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Job purpose:

To drive business growth, product delivery and services both existing and new to our Dentist customers through sales and marketing team activity.

Key accountabilities:

Measures:

Growth

1. Delivering new initiatives to drive lead generation in to the sales and customer services teams and maximising and measuring all sales and service opportunities from customer growth and development
2. Delivering new revenue raising initiatives, both product and service opportunities
3. Measuring and improving acquisition and development rates through focussed activities and campaigns
4. Planning, directing and briefing the communication of marketing programmes including briefing the growth team and agencies on strategic requirements to ensure business targets are achieved

Digital

1. Take an overall lead on integrating digital through-the-line on all growth and marketing activity
2. Work closely with the Acquisition and Digital Leader to define and ensure implementation of all recommended/relevant digital activity

Product and Customer Strategy

1. Determining the dentist segment strategy and plans for Denplan's key strategic patient segment
2. The development and ongoing improvement of processes to ensure efficiency and optimisation of dentist segment plan development and delivery
3. Developing insight tools and using insight including research, MI and marketing capabilities to determine and to maximise the proposition opportunities for each segment, developing cost effective and quantifiable customer plans
4. Defining the optimum dentist experience across all channels and for all campaigns, ensuring business readiness and ongoing optimum delivery and measurement
5. Ensure all Denplan products are fit for purpose in a constantly changing market.

1. ROI of all marketing initiatives
2. Delivery of Dentist Marketing and sales plans that challenge and lead the business.
3. Dentist segment growth performance metrics including acquisition and profitability
4. Campaign metrics across all channels
5. Dentist customer experience reporting; Market research and customer satisfaction surveys
6. Brand metrics for the dentist segment
7. Business growth in all product lines through the dentist channels ensuring responsibility for target achievement (measurement via Marketing Performance Manager)
8. Agreed and measured SLA's with all company departments.
9. Management of projects within specified marketing budgets.

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| <p>Working on future initiatives in conjunction with our NPD & Marketing Services team, including identifying customer proposition opportunities and the integration of new products once tested and developed</p> <ol style="list-style-type: none"> 6. To be the products champion. Managing and maintaining technical product information and relevant T&Cs 7. Working on future initiatives including NPD, including identifying dentist proposition opportunities and the integration of new products once tested and developed 8. Reviewing the market conditions and contributing to Marketing & Sales strategy to prepare for changing futures 9. Understand fully all market conditions and forces at play in UK Dentistry, liaising with influencers and organisations within this field. E.g.; PCT, BDA, GDC, LDC, DBC's, PDS, DDPRB, etc. <p>Man Management</p> <ol style="list-style-type: none"> 1. Mentor and coach a team of three to enable key development pathways and increased performance against planned targets | |
| <p>Dimensions impacted by job (including number of people managed, turnover and budgets expressed in £ p.a.):</p> | <p>Skills and experience:</p> |
| <ol style="list-style-type: none"> 1. Team of three marketing professionals 2. Budgets TBC | <ol style="list-style-type: none"> 3. Experience of segment/channel strategic marketing in B2B environment 4. Experience of working within a regulated market place (FSA) 5. Graduate level with appropriate marketing qualifications 6. Broad experience in delivering strategic solutions for future business expansion and growth 7. Analytical experience in managing and creation of Marketing tools including segmentation and segment planning 8. Expert communication skills required to appeal to a broad selection of audiences (Board Room, Customers, Sales Teams, Customer Services, Agencies etc.) 9. Financial experience in justifying ROI for marketing campaign proposals 10. Expert relationship building and negotiation skills |
| <p>Direct reports' job titles:</p> | <p>Key interfaces (internal and external):</p> |
| <ol style="list-style-type: none"> 1. Acquisition and Digital Leader 2. 2 x Marketing Execs | <p>Line manager, team of three reports, marketing team, sales team, customer services, CDO Denplan, Dentists and all political and influencing bodies and organisations within dentistry. Senior management team, creative agencies, data and insight agencies</p> |
| <p>The operating environment and context of the job:</p> | |
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| FSA/legal requirements (NB only applicable to approved persons): | | | |
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| Approved by HR director: | Name: | Signature: | Date: |
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| Approved by job holder: | Name: | Signature: | Date: |
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Org Chart