

**Job Title:** Product Marketing Manager  
**Location:** Chiswick, London  
**Salary:** £29,000

Vocational Training Charitable Trust (VTCT) is a specialist awarding organisation (AO) and current market leader in the Hair and Beauty sectors. Launched in 1962, it offers vocational and technical qualifications, including apprenticeships, in a range of service sectors.

More than 1,200 approved centres work with VTCT, and the ever-expanding list extends across the UK, Ireland, and the rest of the world. Its acquisition of the internationally recognised examination board ITEC and education technology specialists Digital Assess, in 2016, added to VTCT's specialist offering.

Reporting to the Head of Marketing, principal accountabilities include:

- Determining customers' needs by specifying the research needed to obtain market information.
- Recommend the nature and scope of present and future product lines by reviewing product specifications and requirements; appraising new product ideas and/or product or packaging changes.
- Assesses market competition by comparing the company's product to competitors' products.
- Obtain product market share by working with sales director to develop product sales strategies.
- Bring new products to market by analysing proposed product requirements and product development programs; preparing return-on-investment analysis; establishing time schedules with the qualifications and assessments team.
- Introduction and marketing of new products by developing time-integrated plans with sales, marketing, and qualifications teams.
- Maintain professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks.

We are seeking candidates with:

- A degree in Marketing or comparable subject, and a minimum of 2-3 years' experience as a Product Marketing Manager, preferably in a training or education environment.
- Strong project management skills and the ability to create and develop product strategies and plans.
- Demonstrable success in defining and launching excellent products which have been successful (examples of successful product development and launch and at least one sample of an effective planning document delivered in the past year).
- Ability and experience of developing marketing programmes in collaboration with sales.
- Experience in managing pricing strategies across different categories.
- Ability to distinguish product placement within the competitive arena.
- Skills to analyse data from multiple viewpoints including market data, competitive offerings, and other information sources.

**If you wish to apply for this exciting opportunity, please send us your comprehensive CV including full work and educational history, to [recruitment@vtct.org.uk](mailto:recruitment@vtct.org.uk)**

**Closing date: Midday on Monday 12 March 2018**

The group of VTCT companies includes: the charity VTCT through which main Board business and governance is transacted; Digital Assess Software Ltd which is a wholly owned trading subsidiary of VTCT; and EMS Ltd, t/a ITEC, a wholly owned trading subsidiary of VTCT.

