

## **JOB SUMMARY AND PERSON SPECIFICATION**

**Job Title:** Senior Product Innovation Manager (Commercial & Fundraising)

**Reports to:** Commercial Director

**Based at:** Flexible with travel to London and Salisbury

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| <b>Job Purpose</b>           | <i>Establish and lead a Product Innovation strategy and function to develop new fundraising and commercial products that increase our income and impact through developing a new product innovation process and actively developing and launching new products into market.</i>   |
| <b>Accountabilities</b>      | <ul style="list-style-type: none"> <li>• Establish a product innovation process and strategy to deliver our Commercial plan</li> <li>• Lead an innovation process for new fundraising and commercially led products that will extend our reach whilst delivering impact through identifying opportunities to utilise our Charity expertise.</li> <li>• Support the development of a culture of innovation across the teams actively sharing insight and building collaboration</li> </ul>   |
| <b>Main Responsibilities</b> | <ul style="list-style-type: none"> <li>• Lead the establishment of a new product development strategy and process understanding current product portfolio, performance and opportunity based on market research and trends to ensure optimum balanced fundraising portfolio.</li> <li>• Develop and deliver utilising external resource where needed key new fundraising products working in collaboration with fundraising teams. Deliver test pilots to market and evaluate.</li> <li>• Develop a pipeline of concepts that support the Charity to increase income, impact and reach using our expertise.</li> <li>• Present territories and opportunity focuses to Exec and Board on a regular basis, working closely with other Directors in particular Recovery (Services)</li> <li>• Develop a clear process to support innovation and NPD across the Directorate, including timelines and progress points.</li> <li>• Work with the Commercial Heads of to review the current product portfolio, identifying opportunities, and providing specialist knowledge to support prioritising and development.</li> <li>• Build relationships at Leadership team and Exec level to be able to support product innovation and achieve solutions</li> <li>• Support teams to actively engage in innovation and support building of an innovation culture</li> <li>• Build partnerships where relevant to enable effective product innovation working with others to achieve our goals.</li> <li>• Build comprehensive business cases to support new products working closely with finance.</li> </ul> |



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| <b>Essential Qualifications</b>                     | <ul style="list-style-type: none"> <li>• Recent and up to date experience of leading a product development function either in a Charity, Not for Profit or Commercial organisation</li> </ul>   |
| <b>Essential Knowledge, Skills &amp; Experience</b> | <ul style="list-style-type: none"> <li>• Proven and demonstrable experience of launching new products into market</li> <li>• Proven experience of implementing an NPD process</li> <li>• Experience of commissioning and using research and insight to guide decision</li> <li>• Experience of product proposition development (and of using agencies effectively)</li> <li>• Able to build strong and robust business cases</li> <li>• Experienced at running and managing Sprints to develop product at pace.</li> <li>• Highly experienced in commissioning and leading test programmes to assess viability.</li> <li>• Strong budget management</li> <li>• Excellent stakeholder management and engagement</li> <li>• Excellent and engaging presentation style and ability to be authoritative and credible across all levels including to Board.</li> <li>• Excellent networker and able to build external partnerships</li> </ul>  |
| <b>Desirable Knowledge, Skills &amp; Experience</b> | <ul style="list-style-type: none"> <li>• Experience or Understanding of fundraising / charity sector</li> <li>• Empathy with Help for Heroes cause and purpose</li> </ul>   |
| <b>Key Competencies &amp; Behaviours</b>            | <ul style="list-style-type: none"> <li>• Able to work at pace and to identify new opportunities</li> <li>• Able to engage and enthuse a wide range of stakeholders</li> <li>• Strong project manager</li> <li>• Confident and polite manner</li> <li>• Ability to build rapport quickly and to understand needs and expectations</li> <li>• Positive, empathetic, patient, polite and friendly manner</li> <li>• Ability to remain calm under pressure</li> <li>• Displays the highest levels of integrity, confidentiality and commitment</li> <li>• Respond quickly to changing demands and demonstrate strong skills in prioritisation and time management</li> <li>• Work within a range of environments and working cultures, adapting personal style accordingly</li> <li>• Lead and drive work forward with minimal direction</li> <li>• Analyse information quickly and communicate in a concise and articulate manner</li> <li>• Well organised with the ability to prioritise</li> <li>• Attention to detail in all aspects of work</li> <li>• Demonstrates an ability to work as part of a team and be a flexible team player</li> <li>• Demonstrates self-motivation</li> <li>• Flexible re. hours of work</li> </ul> |

# HELP for HEROES

SUPPORT FOR OUR WOUNDED

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|  | <p>Model our Values. We are:</p> <ul style="list-style-type: none"><li>• Innovative-Collaborative-Authentic-Resourceful-Energetic</li></ul> |
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I have read and understood the Job Description:

PRINT NAME: .....

SIGNED: .....

DATE: .....