



## Job Specification - Product Manager

### About Emailcenter

Emailcenter are an award winning email marketing service provider working with over 400 brands in the UK.

We have developed our own technology platform called Maxemail for creating, managing, delivering and reporting on email marketing campaigns. In addition we offer a full range of professional services and fully manage a number of our clients email programmes.

Clients include Saga, Hoseasons, toptable.com, National Savings & Investments, talkSPORT and James Villa Holidays.

Emailcenter are based at Pury Hill Business Park, just North of Towcester in South Northamptonshire. It is just 20 minutes drive from Northampton and Milton Keynes (10 Minutes from either J15 or J15a or M1).

We are experiencing strong growth year on year, despite the economic downturn and have a team of 16 currently.

### Benefits:

- Working hours 9am till 5.30pm with one hour for lunch
- 20 days holiday plus bank holidays, rising by one day per annum for each full year of service
- Casual dress policy
- Quarterly company bonus scheme based upon company achieving revenue targets

### Job Description

#### Objectives of the role:

- Develop and maintain a detailed knowledge of every aspect of the Maxemail platform
- Provide a key interface between Software Development and Sales, Marketing and Client Services teams.
- Monitor and manage the user experience for each feature of the platform
- Develop and maintain a library of documents to be suitable for
  - Sales and pre-sales support
  - Product Marketing
  - Customer and reseller product support information
  - Range of documentation will include:
    - Features and benefits
    - Descriptions of platform applications
    - Descriptions of integrations of the platform with other 3<sup>rd</sup> party products (web analytics, marketing analysis databases, CRM solutions, e-Commerce platforms, other database driven solutions
    - Tips and Tricks for use
    - Product Bulletins

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- How To .... Guides

- Preparation and presentation of the Platform together with different implementation scenarios with other systems on a pre and post sales basis.
- Provide product training to internal teams, resellers and direct clients

## **Prospects & Training**

Emailcenter offer an excellent opportunity to get experience of working with the very latest technologies. Working alongside experienced developers you will continue to develop your skills as you are exposed to different projects and technologies.

As an example of those that have joined the team:

Campaign Manager – joined in 2003, progressed to be Senior Developer in the core development team currently.

Support Executive – joined in 2006, progressed to Developer & Systems Admin in core development team.

Support Executive – joined in 2008, progressed into a Pre/Post Sales Implementation role

Campaign Manager – joined in 2008, has now progressed to Project Manager within the Client Services team, helping develop and manage the custom implementation work.

While we are only a small team this has the benefits of allowing employees to get involved in major projects and therefore progress at a faster pace than within a large corporate environment.



## Candidate profile

### General

- Good English skills, written and communications
- Commercially aware
- Able to translate technical functions into business benefits
- Product Application – must be able to understand the demands of the Marketplace

### Technical

- Degree educated - Design technology / engineering / IT related
- Good Knowledge of Web based software solutions
- Good Knowledge of data driven digital marketing solutions
- Good knowledge of HTML
- Knowledge of Web services based API's

### Personal Profile

- Enthusiasm and drive – keen to learn and work with new technologies
- Self-starter – does not need to ask what to do next
- Time management – Organised with good planning skills
- Multi-tasking – able to cope with balancing multiple projects
- Experience of producing and maintaining documentation suitable for clients, sales and marketing use.

### Other

- Driving licence & transport is essential as Emailcenter are based in a rural location with minimal public transport links

### Valuable Past Work Experience

Candidates will have 2 to 3 years experience in a similar role in a related industry sector.

- e-Commerce solution provider
- Database driven web based solution provider
- On-line retailer – ( bespoke web application)

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