**JOB DESCRIPTION**

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| **JOB TITLE:**  | Home and Broadband Product Manager |
| **HOURS OF WORK:** | 37.5 |
| **REPORTS TO:** | Head of Consumer |
| **WORKING WITH:** | Consumer Team, Finance, CTIO, |
| **DEPARTMENT:** | Consumer Segment |
| **LOCATION:** | Guernsey, Jersey or Isle of Man |

## JOB PURPOSE

* Reporting to the Head of Consumer you will be responsible for winning the battle for broadband and home services across our markets, delivering world class customer experience and growing market share.
* You will drive the successful retail rollout of fibre in Guernsey, ensuring effective engagement from pre-registration, through network build and delivery to customers, growing market share and revenue per customer, whilst improving customer experience and perception.
* You will be responsible for managing the full product lifecycle of home phone, broadband and associated value-added services (VAS) across the Channel Islands and Isle of Man to drive new, and existing revenue within small, but highly competitive Consumer and SME markets.
* You will confidently work with commercial, technology, customer experience and regulatory teams, blending inputs and requirements to lead our approach to win in the market and exceed customer expectations.
* You will develop 5 year plans, Annual Operating Plan (AOP) and forecast for your product set and key customer segments.
* You will already have and continue to develop strong and professional business communication skills and your abilities as a self-starter.

## MAIN DUTIES AND RESPONSIBILITIES

* To be responsible for the development of fixed and broadband products and VAS as well as their related service strategies and solutions, in support of the 5 Year and AOP.
* Managed products include, but not limited to:
* Fixed Line and Broadband
* Fixed Broadband Replacement
* ISP Services
* VAS – including gaming, content and smart home initiatives
* You will ensure that all products in your ownership maximise their digital potential from a customer journey and support perspective - aiming to improve the customer experience whilst minimising support effort and cost.
* You will develop and maintain relationships with key supplier and account stakeholders.
* You will review and report on performance with the Head of Consumer and other relevant stakeholders by making recommendations, for performance improvement to maximising Sure’s potential to gain market share, revenue and margin within the Consumer and SME segments.
* To work with relevant stakeholders to deliver compelling and effective solutions across the full product portfolio, where required.
* In conjunction with other members of the team you will represent the organisation with stakeholders, customers and industry bodies to manage and enhance the businesses brand, corporate image, develop new business and influence industry decision makers.
* You will conduct in-depth reviews of the Broadband and VAS product portfolio from a customer, financial, market and technical viewpoint to determine their viability in relation to current objectives and the overall business strategy.
* You will brief in market research to maximise your knowledge of the market / customer perception of the broadband and home product set, review research findings and develop action plans to address the feedback and grow the product set
* Product management functions will include:
* Providing weekly and monthly KPI, revenue, and research reporting on each product that you manage
* Industry, competitor, and customer research to ensure continuing development of portfolio and customer experience
* Forecasting, budgeting & submitting to finance as required
* Providing consultative advice to Retail, Customer Support and Business teams
* Maintain relationships with the existing supplier base and highlight any risks to revenue or margin
* You will be expected to stand in for the Head of Consumer in their absence when requested.

**In addition, the person will be required to**

* Understand and comply with the licence and other regulatory rules applying to the position.
* Understand and comply with the Data Protection Law as it relates to the position
* Understand and comply with the Health and Safety responsibilities relevant to the role as defined in the Sure Safety Policy
* Work in accordance with the safety procedures and safe working policies of Sure
* Undertake appropriate security awareness training covering information security, data protection, financial crime and payment card data and comply with their information security responsibilities. This awareness training includes understanding of the incident reporting process to be followed in the event of the employee suspecting, causing, or discovering an information security incident.

Due to the nature of this position, the postholder must hold a satisfactoryBasic Police Disclosure. All disclosures of a criminal background are treated with the strictest confidence and checks will only be made in connection with suitability for a post and for no other purpose.

Convictions likely to be considered relevant to this post include dishonesty and those indicating a breach of trust, due to the security requirements of the role*.*

Please note that disclosure of a criminal record will not necessarily debar you from employment in this post – this will depend on the nature of the offence/s and the circumstances surrounding it/them.

**THE WAY WE DO THINGS**

* We work together as One Team,
* We strive for Customer Satisfaction,
* We are Reliable,
* We have a Passion for Technology & Learning
* We are Community & Sustainability Focused

## SKILL REQUIREMENTS

**Essential:**

* You will have a proven track record in managing products within the Consumer or SME market.
* A good understanding of IT & Telecommunications technologies & the market place.
* Experience in the production and scheduling of product, commercial and financial plans.

**Highly Desirable**

* Strong technical skills and knowledge including copper and fibre delivered broadband services
* Strong written and verbal communication skills presentable at C-Level.
* Effective customer relationship management experience.

**Personal/Behavioural attributes:**

* Ability to work in co-operation & collaboration with others to achieve organisational objectives.
* Self-motivated, well-organised and effective at communicating at all organisation levels.