



JOB DESCRIPTION & COMPETENCIES

EMPLOYEE NAME	
POSITION DESCRIPTION	Product Manager
OPERATIONAL AREA	Commercial

KEY RESPONSIBILITIES

Founded in 2013, Indra Renewable Technologies is a fast-growing electric vehicle and smart energy technology company developing innovative charging and energy storage solutions. Indra operates across two highly innovative and fast-moving industries; electric vehicles ('on vehicle' technology) and smart energy ('off vehicle technology'); developing and manufacturing smart energy products, including an electric vehicle Smart Charger, a Vehicle to Grid (V2G) charger and vehicle battery systems. We see an opportunity for Indra to play a significant role in supporting EV OEMs, energy retailers and electricity grids in the transition to decarbonising transport and homes in the UK and beyond.

Reporting to the Chief Commercial Officer, the Product Manager will be responsible for the market positioning of all current and future products. The marketplace for charging solution is developing fast so the Product Manager will continually challenge current propositions while also maintaining careful management of hardware and software lifecycle plans.

Indra's technology capability is market leading. The Product Manager will play an important role in converting this capability into market share growth and supporting the commercial team in developing a strong "take to market" plan.

Becoming a market leader in this developing market requires leadership and agility. The Product Manager will work with our design, engineering, manufacturing and commercial teams to respond to customer and market need by creating new propositions in this growing, fast paced and developing green tech market.

Responsibilities:

- The market positioning for Indra Products & Services
- Provide the market based input to all new product development projects.
- Analysis of pricing, market research and planning for Indra Products & Services
- Input to the product lifecycle strategy for individual development projects.
- Supporting the development of the launch strategy for Indra Products & Services
- Providing clear market and fact based input to the product development process of specified products
- Manage pricing for all Indra Products and Services, including options and non-standard features.

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www.indra.co.uk

Unit 1, Sentinel House, Sparrowhawk Close,
Enigma Business Park, Malvern,
Worcestershire, WR14 1GL



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KEY RESPONSIBILITIES

- Maintain price build up models from cost position through to retail pricing in each market and each channel, including distribution margins, taxation, grants, incentives etc.
 - Competitor analysis
 - Primary input for ensuring that individual new product development projects are integrated into the sales and marketing strategy
 - Leading the market research and market planning to support development of product and volume planning
 - Ensuring the internal "Design Change Request" (DCR) process is effectively communicating all relevant issues connected with the development Indra Products and Services across all internal teams/functions.
 - Providing input to the launch plans and ongoing marketing toolkit for Indra Products and Services.
 - Collaborating with all functions within the business
- As the internal "Voice of Customer" and market insight lead, the Product Manager will play a leading role in the companies export plans in EU and many other international markets.

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KEY COMPETENCIES

GENERAL
COMPETENCY
BAND

ROLE SPECIFIC COMPETENCIES

Essential Skills / Experience:

- Ability to communicate at all levels.
- Detailed understanding of the current charge point market and associated automotive and energy services considerations.
- Excellent communication skills, both oral and written
- Ability to translate technical information into customer messages.
- Strong attention to detail
- Good organisation and planning skills,
- Commercial awareness
- IT Literate

Essential Skills / Experience:

Candidates with experience in any or all of the following segments will be considered. Energy Services / Renewables / Green Technology / Automotive EV / Vehicle Charging

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