

Job Description

Job Title: Product & Solutions Manager – Control Valves	Department and Location: Any AVK in the UK business location
Reporting To: Head of Product and Solutions	Responsible For: n/a
Other Working Relationships Internal: Internal and external sales, Technical & Product Development, Leadership, Finance, sister companies. External: Customers, suppliers.	
Role Purpose: The Product & Solutions Manager is responsible for the strategic direction life cycle, performance and overall commercial success of the product portfolio. This role bridges commercial and technical expertise with market insight, ensuring products meet evolving customer needs whilst comply with industry standards, and maintain competitiveness in our key market segments. The Product & Solutions Manager role is also responsible for product training and growing the product knowledge and technical competence of the sales team.	
What Good Looks like: To have a clear product plan over 3 years which details performance and sales objectives. The plan should contain details of the product lifecycle, and business plan performance over 3 years (confirming a forward view, product position share and targets in the business plan. The Product and Solutions manager will collaborate with the business (sales and technical) to influence annual business plan targets and objectives. The role bridges Sales and Commercial and Technical ensuring the success of the product and in doing so will educate our people as to the commercial and technical aspects of the product and its application to drive sales.	

Role Specifics

Growth Responsibilities / Duties:

- To own the 3 year life cycle and business plan, and delivery of sales performance for a product and solutions range driving commercial success by monitoring and influencing product profitability, pricing strategies, and margin improvement opportunities.
- To take new products to market including generation, management & owning the launch plan and where applicable attend exhibitions.
- Identify innovation opportunities and gaps in the AVK product / solution offer and populate the innovation funnel with ideas.
- To perform market research on specific products / competitors including desktop competitor product comparison vs AVK equivalent. Raise at techcom any issues that could cause threat to AVK or where action is needed to challenge the threat.
- To monitor market and technology trends to identify opportunities for growth and innovation.
- To develop core positioning and messaging for the product together with marketing department.
- To be the product specialist in front of customers on Product Management Issues. (via sales)
- To support with the Price list from a technical / product offer perspective.
- To promote innovation within the sales organization, encouraging sales people to have those discussions with customers and feedback data onto the funnel for the innovation meetings.
- To carry out product training for structured internal (Academy, Bronze Silver and Gold) / external employees (inc non sales), customers and other AVK companies.
- To maintain and keep up to date product training materials.
- Manage sales requests for product updates / improvements including preparation of Pre PRF / PRF / PCF / POF with all market, customer, specification, commercial data prior to forwarding to Technical
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Leadership Responsibilities / Duties:

- To Manage the full lifecycle of the product portfolio, including upgrades, rationalisation, and end-of-life planning.
- To lead on Product & Sector Management incl Product Offering inc monitoring market needs & requirements.
- To act as the “voice of the customer” internally, ensuring customer feedback drives product decisions. To Develop and own the product roadmap aligned with company strategy and market trends.
- Lead on Compliance with relevant industry regulations, standards, approvals, and certifications.
- To contribute to preparation of technical & commercial texts in marketing materials
- To be an active member of of the Techcom team responsible for delivering PRFs / PCFs at the appropriate stages of the project. (Project feasibility / idea, PRF/PCF generation, specification sign off, concept sign off, type test result sign off, launch process, data sheet sign off.....)

Signed (Job Holder): Date:



Lean Responsibilities / Duties:

- To lead on customer complaints. Managing the commercial processing of product complaints inc -
 - Logging of complaint onto the AVK Claim system in timely manner
 - Communication with manufacturers QA dept re the issue
 - Liaison with customer throughout the handling of each case to gather data, drive actions such as product collection, organize site visit.
 - Monitor NCR trend analysis to highlight any potential projects to help implement permanent preventive actions.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

Skills and Experience

- Essential:
 - Experience in product management, product engineering, or technical sales in valves, fluid control, or related industries.
 - Strong understanding of valve technology, water industry applications, and industry standards.
 - Technical/engineering background with solid project management experience.
 - Commercial awareness with the ability to analyse markets, pricing, and financial performance.
 - Excellent communication, presentation, and stakeholder management skills.
 - Strong analytical, conceptual, and problem-solving skills.
 - Proficiency in Microsoft Office and familiarity with ERP systems.
- Desirable:
 - Degree in Mechanical Engineering, Industrial Engineering, Marketing, Business, or related discipline.
 - Experience in the water & wastewater industry (process industry may be acceptable).
 - Knowledge of marketing and communication methodologies and tools.
 - Familiarity with digital product management tools (CRM, AI, PLM systems).
 - Awareness of sustainability trends such as energy efficiency and carbon reduction in manufacturing.
 - Ability to understand and communicate basic engineering concepts.

Key Attributes

- Customer-focused mindset with a balance of technical and commercial awareness.
- Analytical thinker with a proactive approach to problem-solving.
- Confident decision-maker with ability to influence across departments.
- Strong teamwork, assertiveness, and creativity.
- Passion for innovation and continuous improvement.
- Embody company core values: Customer Service, Innovation, Quality, Reliability, Sustainability.

Performance Indicators

- Growth in product volume, revenue, and profitability.
- Successful and timely new product launches.
- Adherence to year 1 and year 2 sales volume plans for new products.
- Customer satisfaction and market share improvements.
- Achievement of strategic business objectives and roadmap milestones.

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