**Product Manager - £40k to £50k**

**Location: National**

**Reports to: Associate Director of Commercial Growth**

**Working with: Head of Marketing, Director of Sales, Head of Customer Service**

**Join Vista Health as a Product Manager – Drive Innovation in Healthcare!**

Are you passionate about shaping the future of healthcare products and services? Vista Health, a dynamic and rapidly expanding business within the InHealth Group, is looking for an experienced Product Manager to join our high-performing team. This is an exciting opportunity to take charge of the entire product development lifecycle, from initial concept and prototyping to delivering impactful solutions to our customers.

In this role, you’ll enjoy a high level of autonomy and unparalleled exposure as the key driver of product and service innovation within our team. Your expertise will directly influence the success of our offerings, making a tangible difference in the private healthcare sector. You will be the **Subject Matter Expert (SME)** for your assigned products, becoming the go-to resource across the business for product knowledge and insights.

**What you will do:**

* Developing products through insights from market research and customer buying behaviour.
* Drive the end-to-end development process, from ideation and prototyping to launch and iteration, ensuring products meet customer needs and market demands.
* Act as the primary authority for your products, providing expertise, guidance, and support to teams across the business, including marketing, sales, and operations.
* Work closely with cross-functional teams, gathering insights and feedback to continuously refine and improve product offerings.
* Defining the key features, specifications and requirements of the product based on customer preferences.
* Establishing strategies for product pricing and positioning.
* Assisting with product launches and marketing campaigns.
* Conducting competitor research to learn more about customers’ needs.
* Performing profit analysis and forecasting to develop or improve product marketing strategies.
* Creating project timeline and implementation schedules.
* Identifying and approaching potential distributors.
* Practising discretion when discussing the production roll-out and maintaining confidentiality.

**Who are we looking for:**

* Proven experience in product management or related role.
* Knowledge of every aspect of the product development life cycle.
* Excellent written and verbal communication skills.
* Ability to create product development and marketing strategies.
* Strong leadership and project management skills.
* In-depth knowledge about the industry and product’s users.
* Ability to analyse complex data to identify market trends and customers’ behaviour.

**What people see in you:**

* An articulate and confident communicator with strong interpersonal skills, proven to command respect with senior managers and with the ability to communicate with a range of stakeholders.
* A decisive person who anticipates and prepares for potential problems before they arise but also prepares contingency plans.
* Awareness of the industry and the opportunities within.
* Self-starter who is motivated to explore and propose innovative solutions.

**Why work for us:**

Vista Health is a fast-growing part of InHealth, and a pioneer in private healthcare – offering affordable diagnostics and healthcare at scale to consumers, insurers, and companies.

Our people say that In Health is a great place to work, with excellent packages and reward for achievement, no matter how small. You will receive a competitive basic salary and the opportunity to receive annual performance related increases. Full product training, coaching and ongoing support will be given to help you build a career for life. We also offer great benefits including:

* 27 days holiday plus bank holidays
* Company pension scheme
* Life Assurance
* Private Medical Insurance
* Discount gym membership
* Employee Advantage scheme -giving you discounts with over 3000 retailers
* Cycle to work scheme