

# HEALTH & WELFARE PRODUCT DEVELOPMENT MANAGER

## Ideal Candidate

The ideal Health and Welfare Product Manager candidate views products and services from the viewpoint of the customer at all times. Through empathy and critical thinking, the Health and Welfare Product Manager should always put the customer needs first and foremost when developing a solution. Excellent communication is critical to ensure great product ideas turn into marketable solutions. It's important for the Health and Welfare Product Manager to know when and how to present product information from a technical perspective vs. in layman's terms for marketing communication. The Health and Welfare Product Manager should possess a passion for uncovering opportunities and solving problems. Ideally, the Health and Welfare Product Manager possesses strong technical skills in order to implement efficiencies across product delivery. Experience conducting market research will serve the Health and Welfare Product Manager well, as product development must be informed by the needs and wants of the marketplace. Additionally, the candidate must be willing and able to immerse themselves into the retirement and health and welfare benefits industry, staying on top of market trends and legislative developments. Key to the success of the Project Manager is the ability to understand the industry and market, so that the company can introduce product change at the appropriate time. Ultimately, the Health and Welfare Product Manager needs to be results oriented, take a holistic approach to managing products, and understand that the best ideas and intentions are just that without the ownership required to turn them into market-ready solutions.

Additionally, the candidate should have experience in the insurance, financial services, or health care industry, and a focus on health and welfare benefits is preferred.

## Primary Responsibilities

### Market / Product Research

1. Research/monitor market dynamics to inform product development, ensuring product positioning meets the needs of our target market and offers differentiation from competitors.
2. Conduct client research and analysis to identify new opportunities and unmet needs.
3. Stay abreast of industry trends to identify threats and opportunities
4. Perform competitor product analyses
5. Run Alpha and pilot programs with early-stage products to be able to provide product insights, suitability, usability and stability assessment.

### Product Development / Acquisition

1. Determine the appropriate product positioning to align with corporate goals, including pricing, promotional strategy, and target markets, in order ensure profitability for the organization and a competitive value add for the market place
2. Manage the product line life-cycle, from strategic development to tactical activities, introduction to maturity.
3. Define the product roadmap by coordinating with business and operational teams, define product vision, gather and prioritize requirements.
4. Identify products/partnerships outside of organization for acquisition to facilitate product/organizational growth.
5. Plan release schedules for key product features/capabilities; plan systems' capacity to support growing enterprise needs.
6. Run Alpha and pilot programs with early-stage products to be able to provide product insights, suitability, usability and stability assessment.
7. Proactively identify risks to project success and create and maintain a project risk log; develop effective action plans for resolution as early as possible.

### Product Delivery / Support

1. Assist in execution and tracking of product specific marketing campaigns.

2. Interface with operational and business teams, including external partners, to drive product direction and ensure product features and servicing capabilities meet enterprise goals.
3. Analyze existing and new technologies that support product delivery and increase operational efficiency related to.
4. Direct the integration of technical and business/operational aspects of the product and associated delivery platform(s).
5. Work with business/operational stakeholders to define and prioritize product enhancements (Sales/ Marketing/ IT etc...).
6. Track the Maturity of the products post release; determine the enterprise's ability to handle deployments and support.
7. Prepare communication plans and related project status reports to key stakeholders for the purpose of providing project updates on activities and deliverables.
8. Support vendor selection process as it relates to products and services

#### Compliance

1. Ensure that the delivered product meets all Federal legal compliance regulations.
2. Review client communications to ensure technically accurate.
3. Review marketing materials to ensure appropriate language and disclosures are used.
4. Maintain a product and pricing catalog for reference by internal and external partners.

#### **Performance Metrics**

- Product marketing plans developed for top 6 priority product/services.
- Compliance approval from external broker dealer upon first submission on 90% of marketing communications.
- Achieve product growth rate of xx% for 3121 FICA Alternative plans
- Achieve product growth rate of xx% for Health Reimbursement Arrangement plans
- Achieve profitability within year 1 of any new product developed/acquired.
- Develop MidAmerica Product and Pricing guide, to include fee schedule and pricing allowances, by Q3 2017.

#### **Skills and Qualifications**

Specific qualifications and career profiles that are essential to the position are as follows:

- BS/BA from a 4-year college or university
- At least 2 years of related experience
- At least 3 years of experience in the health benefits or retirement services industry
- Proficient in Microsoft Excel and Word
- Experience with Google Analytics and Salesforce (or other CRM) preferred

Specific competencies and attributes that are important to the position include:

- Ability to define not only the specifications of a product, but also the overall user's experience with it
- Excellent written and verbal communication skills
- Ability to gain approval from executive leadership
- Help pitch and sell product as SME through outside sales
- Problem solving and critical thinking skills
- Ability to work cross-functionally and own cross-functional initiatives
- Experience leading teams or owning product life cycle
- Creative thinker

#### **Location**

The position is based at the company's headquarters on Harbour Island in Tampa, Florida.