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**The Shepherds Friendly Society Ltd**

**Job Description**

**JOB TITLE**: Product Development Manager (Insurance and Protection)

**REPORTS TO**: Chief Innovation Officer

**PURPOSE OF JOB**

* Responsible for the development and delivery of the Society’s insurance product strategy, ensuring alignment with company goals and market demands.
* To lead all aspects of the insurance product development process, ensuring compliance with regulatory standards and internal policies.
* To develop detailed product roadmaps that translate the Society’s insurance product strategy into a strategic action plan.
* To be the P&L owner for the Society’s insurance products and be responsible for the management of the monthly product trading meetings.
* To deliver the requirements of your role in line with the Society’s culture and values and the principles outlined in the Society's Consumer Duty policy.

**PRINCIPLE ACCOUNTABILITES:**

* To review the market for new product development opportunities for which the Society has permissions for.
* To manage the end-to-end product development process, from initial concept through to product launch.
* To conduct thorough market research and competitor analysis to inform product strategies.
* To work closely with cross-functional teams including underwriting, actuarial, marketing, and claims to ensure the products are competitive, compliant, and aligned with company goals.
* To analyse product performance translating insights into requirements to enhance the Society’s insurance product range and overall member experience.
* Ensure all new and existing products comply with the UK regulatory environment, including FCA rules, and adhere to industry standards and best practices.
* To work closely with the Chief Innovation Officer, Chief Sales Officer and Chief Growth Officer to identify product related distribution and marketing plans and opportunities.
* To produce proposal and reports to management relating to new products or the performance of existing of products.
* To provide training and support to sales teams and customer service representatives on new products and updates.

**THE CANDIDATE**

* Previous experience in a product development managerial role (preferably in insurance)
* Proven track record of developing and launching customer centric product propositions.
* Strong analytical and problem-solving skills, with the ability to translate data insights into actionable strategies.
* Strong commercial acumen, previous budget / P&L responsibility.
* Excellent project management skills, with experience leading cross-functional teams and managing multiple projects simultaneously.
* In-depth knowledge of the UK insurance regulatory environment.
* Proven experience of digital platforms and working with technical teams
* Creative and solutions focussed
* Excellent communication and interpersonal skills, with the ability to influence and collaborate across teams.
* Ability to thrive in a fast-paced, dynamic environment.

**BUDGET RESPONSIBILITY & DECISION-MAKING AUTHORITY**

Subject to Chief Innovation Officer approval

**CORPORATE VALUES AND BEHAVIOURS**

The Society has a behavioural framework, a set of core behaviours which define ‘how’ we would like you to approach your work. It sits alongside ‘what we do’ which is outlined in this job description. The framework details the behaviours and attitudes which we believe are important to support the delivery of our organisational objectives, values and culture.

Your health and wellbeing is important – you should ensure that you are fully aware of and comply with all office health and safety procedures

**CONDUCT STANDARDS**

You are expected to follow the FCA/PRA Conduct Standards:

* You must act with integrity
* You must act with due skill, care and diligence.
* You must be open and co-operative with the FCA/PRA/other regulators
* You must pay due regard to the interests of customers and treat them fairly
* You must observe proper standards of market conduct