**Head- Product Development & Innovation**

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| Reference Number: FG/JD/PP/052021/Elegare/001 |
| **Position Rationale** |
| This position is responsible for new product development, innovation, market research and Customer preference identification, Procuring raw material, Packaging & Production planning |

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| Approved no of positions | Place of work | Cost Centre  |

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| Band & Grade |   |

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| Short Form |   |

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| **Alternate Designations**  |
| Sr. Manager/ Manager- Product Development |

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| **Reports to Position** | Reporting Type- Direct |
| Management |

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| **No of juniors Reporting**  |
| None |

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| **Required Qualification** |
| Master from a good institution |

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| **Required Experience (Years)** |
|  3-5 years of experience |

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| **Job Responsibilities** |
| Creates a prototype of a new product in order to iron out flaws in the final design |
| Determines the process for creating a new item & Create process documentation for the same |
| Gathers vendors/details/documentation of the raw materials necessary to build or create the product being developed |
| Performs research to determine the best way to produce a particular item |
| Prepares reports on the various procedures that have been tried in product development |
| Oversees product development with partners/ CMO |
| Presents new ideas to corporate executives to gain permission to develop product lines |
| Prepares a cost analysis on the development of a new product |
| Creates marketing campaigns designed to inform people about new product availability |
| Research patents, copyrights and trademarks in order to make sure there are no infringement issues involved |
| Ensures that every phase of a particular project proceeds as scheduled |
| Make adjustments to a development plan whenever the current idea is not working well |
| Research on Product innovation |
| Customer need identification |
| Work on Product Formulation |
| Ensure Product brief signoff is done timely,  |
| New Vendor identification and capability building,  |
| Prototyping, Consumer testing, Packaging, Content and Artwork management |
| Finished goods procurement  |
| Quality monitoring |
| Post launch customer feedback and iterations |

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| **Expected Knowledge Skills and Competencies** |
| Excellent good problem-solving abilitiesTroubleshoot issues and determine the cause of a plan’s success or failureStays current with the latest trends in merchandisePossesses strong marketing skillsExcellent leadership abilitiesKeeps up to date with changes in the market and technology that would affect new product developmentIs able to meet deadlines |

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| **Business Key Result Areas** |
| Timebound end to end concept to product launch |
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| **Key Performance Indicators** |
| Happiness Index- Is the user happy with the product  |
| Engagement - How long/frequently does users use the product  |
| Adoption - How many users tried the product  |
| Retention - How many are returning (Average monthly users, returning users etc.,) |
| Task Success - Are the customers benefitting from their use of the product(testimonials, success stories, feedbacks) |

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| **Probation & Regularisation Policy** |
| 6 months  |

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| **Training Policies and Mandatory Modules** |
| Induction- Orientation |
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| **Reports** | **To Whom** | **Periodicity** |
| Product Research Status | Management | Monthly, Weekly, Annual |
| Innovation | Management | Monthly |
| Idea generation report | Management | Weekly |
|  | Management | On Need basis |

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| **Meetings to be Attended** | **Participants** | **Periodicity** |
| Weekly Review |  | Monthly |
|  | Management |  |

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| **Job & Time Distribution** | **Percentage** |
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| **IT Systems** |
| None |
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| **Sr No.** | **Career Path** |
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| **Resource Eligibilities** |
| Laptop |
| Mobile Plan monthly reimbursement |
| Internet Data Card |