



Police  
Health



EMERGENCY  
SERVICES  
HEALTH

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COVER LIKE NO OTHER

## **PRODUCT MANAGER**

### **JOB & PERSON SPECIFICATION**

**JANUARY 2021**

## JOB AND PERSON SPECIFICATION

**POSITION TITLE:** Product Manager  
**REPORTS TO:** GM Marketing & Strategic Relationships  
**DEPARTMENT:** Product Team

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### **ORGANISATION OVERVIEW**

Police Health Limited is a not-for profit, member focussed, private health insurer operating nationally and with a history stretching back to 1935.

Our purpose is to enhance the physical and mental wellbeing of police and emergency services personnel and volunteers. We do this by providing high quality, good value private health insurance products and services exclusively to those communities through two separate brands; Police Health and Emergency Services Health.

As a member of Members Health Fund Alliance (MHFA), we value members over profits. In delivering a member focussed experience we rely on our employees to be passionate about what we do.

We value our employees and their personal and professional development and we're active in supporting a positive & flexible workplace culture.

Our commitment to be a good corporate citizen and ensure compliance with appropriate laws and regulations is reflected in our company policies, procedures and our operations.

Our people genuinely care about each other. Leaders are expected to support performance excellence and talent development, inspire engagement, implement and maintain company policies and procedures and abide by Work Health and Safety policies and practices.

We encourage our employees to have fun, look after one another, contribute to the efficient and effective functioning of the business and comply with our policies and procedures.

As a responsible organisation and operating in a regulated environment, managing risks is key to our business. We approach Risk Management as a positive, responsible part of the way we operate. We expect all employees to comply with risk management policies and practices and monitor and report risks including fraud risk.

#### Our pillars for our success:

- Elevate our members;
- Inspire our people; and
- Enhance our performance.

#### Our values:

- We do the right thing
- We are courageous
- We go beyond
- We listen & care
- We work together

## **JOB SPECIFICATION**

### **JOB PURPOSE AND SCOPE**

The Product Manager is responsible for driving the development & delivery of our products and plays an important role in contributing to delivering enduring value to our members whilst providing opportunities for sustainable growth.

Specifically, the Product Manager is responsible for the continual development and enhancement of our product, program and provider portfolio aligned to our business strategy. This includes the management of incumbent health providers and hospital contracting arrangements.

Leading a small team, the Product Manager will be required to operate with a strategic mindset coupled with a pragmatic, hands-on approach.

### **KEY RELATIONSHIPS**

- Internal Stakeholders: Senior Leadership Team, Marketing Communications, Financial Controller, Sales and Member Services Teams
- External Stakeholders: Industry experts, vendors, providers, research agencies and related contract services

### **KEY RESPONSIBILITIES:**

1. Product Strategy
  - Supervision and analysis of industry, member and business related intelligence to guide and inform product and program opportunities and direction.
  - Develop and deliver of an annual product plan aligned with organisational strategy.
  - Develop and deliver of quarterly operational planning for product, aligned with business resources.
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2. Ongoing management of product portfolio
  - Recommend and implement ongoing product and pricing changes as they relate to Government, regulatory and/or internal requirements, including the annual rate review process.
  - Regularly review of claims and contributions against all products, modalities and health services to underpin recommendations for improvements whilst ensuring we uphold our 'product promise'.
  - Recommend changes and enhancements through knowledge and understanding of the customer journey including operational areas, processes and how these impact members.
  - Use and act upon feedback from member services team, marketing, product management data and/or policing/emergency services intelligence.
  - Continually update, improve and communicate our 'Product Manifesto' document.

3. Commercial agreements and opportunities
  - Manage our incumbent health providers and hospital contracting arrangements.
  - Provide options to enhance our product and programs through new commercial partnership opportunities.
  - Ensure Police Health Ltd is effectively activating existing product, program and supplier partnership agreements.
  
4. Internal activity and support
  - Engage with key stakeholders across various projects, including the annual rate review and rate submission projects.
  - Provide advice to marketing for product related collateral and marketing communications across both brands.
  - Assist the relevant internal teams of new product enhancements, commercial arrangements and technical developments.
  - Ensure support provided to the front-line teams with technical product information as it may relate to medical benefits, contractual obligations and relevant product structures.
  - Provide product information to support the training program for front-line staff.
  
5. Intelligence and analysis
  - Interpret market, customer and competitive information and communicate these insights to the business.
  - Conduct regular product performance reviews and communicate these results to the business.
  - Utilise insights, tools and methodology to provide recommendations to refine, develop and enhance company brands product and program portfolio.
  - Manage key research projects, including but not limited to the Member Satisfaction survey.
  - Gather and analyse market data, competitor activity, survey information, market trends and provide regular product performance analysis and reports.
  
6. Governance and Reporting
  - Develop strategic documents, recommendation papers, concept briefs, business cases and other documents as required.
  - Keep up to date with regulatory trends and changes, and ensure the company anticipates and responds accordingly.
  - Lead the Product Working group; preparing agendas, reports, background papers, product/program reviews for effective decision making and driving the delivery of associated outcomes
  - Ensure compliance with the company's delegated authorities, legal, regulatory requirements and the organisations strategic plan, policies and procedures.

7. Lead the Product Team
- Lead the Product Team in the delivery of outcome-oriented objectives ensuring team accountabilities are clear.
  - Promote a work environment which encourages staff efficiency, effectiveness, team-orientation and motivation.
  - Foster a high performing team culture utilising relevant performance tools and support.
  - Effectively allocate work to meet project and support expectations.
  - Provide and deliver on-job coaching and mentoring for team members relevant to their role and experience.
  - Hold team members accountable to operational policies, procedures and agreed service standards.
  - Demonstrate appropriate leadership behaviours reflecting organisational values, business focuses and commitment to organisation strategic objectives.
  - Provide reporting to the GM Marketing & Strategic Relationships for input into Senior Leadership Team and Board meetings.

## **PERSON SPECIFICATION**

### **QUALIFICATONS:**

Tertiary qualifications in a related discipline and minimum 5 years equivalent experience within product, commercial marketing or analytical role.

### **KNOWLEDGE, SKILLS AND EXPERIENCE:**

#### **Essential Requirements:**

- Proven experience communicating detailed data, ideas and insights to support the business in making astute business decisions.
- Experience in complex analytical models, forecasting and data mining techniques.
- Proficiency in spreadsheet software and demonstrated experience with data systems.
- Proven experience in consumer research and segmentation.
- Highly astute stakeholder management skills and experience and ability to work with staff from across all levels of an organisation.
- Proven experience in negotiating successful commercial agreements.
- Strong time-management skills with the ability to balance multiple responsibilities

- Demonstrated ability to synthesize complex rules, legislation or regulatory requirements in the development of valued product offerings

**Highly desirable Requirements:**

- Demonstrated experience working in Private Health Insurance industry and/or financial services industry

**PERSONAL QUALITIES:**

- A positive and proactive approach to work, demonstrating personal drive and pride.
- Genuine affinity with the values and ethos of Police Health.
- Attention to detail
- Holds self and others accountable for performance outcomes and behaviours
- Engaging and collaborative approach.

**SPECIAL CONDITIONS:**

- Occasional travel and work outside of regular business hours.
- Acceptable National Police Check required on commencement and three yearly there-after



## HOW TO APPLY

Applications should be addressed to Justin Hinora. Please visit [henderconsulting.com.au](http://henderconsulting.com.au) to apply.

For a confidential discussion, please call (08) 8100 8849.

### **Please Note**

Your application will be automatically acknowledged by a return email.