

Job Title: SPECIALIST PRODUCT

Location: OWINGS MILLS I

Career Band: Band A

Reference #: 003335

Hire Range: \$43,850 - \$54,813

### **Responsibilities**

Support established product direction working closely with internal and external resources to define, position, and assist in the launch of products into various targeted segments.

Analyzes and submits recommendations for product additions or deletions.

Creates, recommends and assists in implementation of action plans that will affect the growth and profitability of specific product lines and or segments.

Manages day-to-day benefit and systems issues that impact customer satisfaction of product lines.

Ensures that products meet customer needs and understands and tracks competitor and market trends.

Quantifies and determines future marketplace opportunities to create product and segment strategies balancing customer needs, financial requirements, and corporate strategic goals.

Once a new product or enhanced product is conceptualized, this position, working with Product Managers, Product Portfolio Managers and Product Directors, supports development of business cases for new opportunities to substantiate opportunities.

Understand market and competitor trends.

Assists in establishing and maintaining key account contacts with support from sales, marketing and distribution channels.

Assists in assessing new products and markets.

Provides product support to other divisions to promote inter-company sales.

Monitors sales and margins of products and initiates action programs. Reports on plan variances.

Continually assesses competitor products including function, performance, pricing and marketing through interaction with end users and other sources. Analyzes pricing on the product line in comparison.

May develop training programs and deliver program to sales, marketing and vendors

Updates Sales Resource Guide.

Assists in developing product literature/promotional tools to support new product launches, as well as maintains or revises existing literature to keep it current.

Actively participate in multidisciplinary product development or product implementation teams including underwriting, sales, contracting and compliance, IT, etc.

Assist marketing team with consensus building for marketing, product, and strategic issues.

Assist marketing team with annual product/segment plan. Elevate issues as necessary to keep projects on task and within budget.

Work with sales to gain field input on product initiatives and to develop/evolve sales & service strategies.

### **Qualifications**

Required: The successful candidate will possess a BS degree in Business or Marketing with 1-3 years of experience in field sales or product marketing.

Abilities/Skills: Must have highly developed analytical skills and must be able to effectively communicate complex marketing and business related issues to a diverse audience (both written and orally). Must be able to build productive relationships, be effective in individual and group meetings, be skilled in conflict resolution negotiations, and be able to lead and work effectively on cross-functional teams. Must be aggressive in desire to produce innovative alternatives, and be willing to defend suggestions in varied circumstances. Must be proficient in Word, Excel, and Powerpoint.

Preferred: Spanish speaking is preferred.

**Equal Employment Opportunity**

We are an Equal Employment Opportunity / Affirmative Action Employer.

**Other Information**

Department: Marketing Strategy

**Hire Range Disclaimer**

Please note that the "Hire Range" posted is only a suggested hire range. Actual salary will be based on relevant job experience and work history.

**Please Apply Before**

11/24/09

**Where To Apply**

[www.carefirst.com](http://www.carefirst.com)