

Product Manager (Affinity)

Location	Hybrid
Salary	Circa £51,000, with excellent benefits
Contract	Permanent
Hours	Full-time

Are you a results-driven leader with a passion for e-commerce and product innovation? Certsure is seeking a **Product Manager (Affinity)** to take charge of our Affinity product portfolio, driving growth and profitability across our online channels.

What we're looking for

We're seeking someone with:

- Proven success in product management, particularly within e-commerce environments.
- A background in managing and growing online channels, with a focus on customer acquisition and retention.
- Leadership experience, including developing high-performing teams and managing external partners.
- Strong commercial acumen and entrepreneurial spirit.
- Excellent communication and collaboration skills, with the ability to inspire and mentor others.
- Experience improving CRM systems and automating processes.

About the role

As the **Product Manager (Affinity)**, you will:

- Oversee a portfolio of Affinity products, including Online Certification (NOCS), NICEIC Insurance, and our Webshop (Training and Consumables),
- Partner with our marketing team to develop compelling propositions and campaigns to drive demand and conversion. Lead a team of Product Coordinators, fostering a culture of care and high performance.
- Shape and deliver e-commerce strategies that drive customer satisfaction, market share, and profitability.
- Use data-driven insights to identify new opportunities, improve customer experience, and optimise product ranges.
- Collaborate across departments to bring new features, functionalities, and products to market, ensuring a seamless and efficient digital experience for SME and sole trader customers.

What you'll be doing

Product Lifecycle Management:

- Design pricing strategies based on market trends and value propositions.
- Manage product lifecycles, including strategies for growth, diversification, or divestment.
- Lead initiatives to expand product networks and amplify the benefits of our offerings.

E-Commerce Leadership:

- Enhance our market share by optimising the self-service delivery of Affinity products.
- Collaborate with Marketing and Training teams to improve online engagement and customer conversion.
- Identify and deliver new features for products and platforms that cater to evolving customer needs.

Strategic and Operational Excellence:

- Develop operational budgets and ensure financial goals align with organisational strategy.
- Deliver insightful reporting on performance metrics to leadership teams.

Our benefits include, but not limited...

- 25 days' holiday a year (plus bank and public holidays)
- Company car / car allowance
- Employee assistance programme
- Employee discount platform
- Flexible and hybrid working (depending on the role)
- Learning opportunities
- Life assurance
- Loyalty awards
- Pension
- Private medical insurance
- Sickness pay - Depending on your length of service, you could be eligible for our enhanced sick pay which is above the Statutory Sick Pay (SSP) amount.

About us

Certsure provides industry-leading certification schemes and support to the building services sector. These services are delivered through the NICEIC brand.

For almost 70 years, NICEIC has been the UK's largest certification body for electrical businesses with over 40,000 currently certified with us. As the industry leader, we drive the highest standards of competence and safety.

We assess, certify and train electricians, plumbers, renewable energy installers, and gas and heating engineers. To become certified, businesses must demonstrate their compliance with technical standards and industry best-practice through rigorous assessments and continuing professional development.

Trade professionals look to us for certification and technical leadership, and value the credibility our name gives theirs. We provide ongoing advice and support and list their businesses on our online 'Find a trusted NICEIC tradesperson' tool.

We help build public trust in trade professionals – and we never compromise on that trust. We work alongside government and industry to shape policy and drive standards. Many UK businesses, government organisations, local authorities and landlords will only work with NICEIC-certified businesses.

How to apply

If you think this is the job for you, then we'd be delighted to hear from you.

Please send your CV to vacancies@certsure.com.

PLEASE NOTE: As an employer, Certsure does not provide sponsorship as a licenced UK employer.

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Quality is the foundation in everything we do.

