



# Candidate Brief

New Product & Services Development Consultant  
Wallingford (UK)  
**CABI**

April 2016

## CABI BACKGROUND

**CABI ([www.cabi.org](http://www.cabi.org)) is a not-for-profit development-led organization supported by a solid scientific research base and a world class publishing service. Our mission is to improve people's lives worldwide by providing information and applying scientific expertise to solve problems in agriculture and the environment. Our work increases food security and protects biodiversity.**

We have over 500 staff based in 16 countries. We have offices in Brazil, China, Ghana, India, Kenya, Malaysia, Pakistan, Switzerland, Trinidad & Tobago, the UK and the USA.

CABI is an intergovernmental organization that can trace its origins back to 1910. Our mission and direction are influenced by government representatives from our 48 member countries who help guide the activities we undertake. These include scientific publishing, development projects and research, and microbial services. We are also leading a major new initiative, Plantwise, which aims to improve food security and the lives of the rural poor by reducing crop losses.

### CABI's Knowledge Business

We produce key scientific publications for the global research community, including CAB Abstracts, the world-leading database covering agriculture and environment, and Global Health - the definitive bibliographic database for public health information. We also publish multimedia compendia, books, eBooks and full text electronic resources aiming to further science and its application to real life. Our Knowledge Business also supports our international development mission with the creation of innovative information solutions and appropriate technologies to transfer knowledge to farmers and extension workers. Behind each of our products is a team of subject specialists committed to delivering the most relevant and authoritative information to users worldwide.

### Development projects and research

Our staff research and find solutions to agricultural and environmental problems. We use science, information and communication tools to help solve issues of global concern. Our work is arranged around four core themes:

- **Commodities** – we work to enable smallholder commodity farmers to compete in global markets. We diagnose and control plant pests and diseases, and help farmers get a better price for their crops. We work on crops such as coffee, cocoa, wheat, rice and cotton.
- **Invasive species** – we are helping to reduce the spread and impact of invasive weeds such as Japanese Knotweed, water hyacinth and insects such as coffee berry borer and cocoa pod borer. We also advise countries at a policy level about agriculture, trade and the environment.
- **Knowledge for development** – we work with farmers, extension workers, researchers and governments to deliver agricultural knowledge and develop communication strategies and systems.
- **Microbial services**

We manage one of the world's largest genetic resource collections, the UK's National Collection of Fungus Cultures. We conduct microbiological identifications, provide cultures for sale, and offer preservation and consultancy services. We are also screening our collection, looking for natural products such as antibiotics, vitamins and enzymes.

### Plantwise

Plantwise is a global programme, led by CABI, to increase food security and improve rural livelihoods by reducing crop losses. Sustainable networks of local plant clinics provide farmers with practical plant health advice, reinforced by the Plantwise Knowledge Bank, an online gateway to plant health information. Working in close partnership with relevant actors, Plantwise strengthens national plant health systems from within, enabling countries to provide farmers with the knowledge they need to lose less and feed more. [www.plantwise.org](http://www.plantwise.org)

## THE ROLE

<b>Job title:</b>	New Product & Services Development Consultant
<b>Salary:</b>	We offer a competitive package in the not-for-profit sector Fixed term appointment six to twelve months
<b>Reporting to:</b>	Chief Commercial Officer
<b>Direct reports:</b>	None
<b>Key peer group:</b>	Head of Publishing Sales, Global Director Marketing & Communications, Head of Content Development, Head of Business Solutions, Head of Product Management,
<b>Location:</b>	Wallingford, UK - In order to process any applications from nationals outside of the EU and UK, we would require documentation to show the applicant is currently resident and able to work in the in the UK, or is able to relocate on own means and possesses full authorisation from the UK Border Agency (for further information please use the following link <a href="http://www.ukba.homeoffice.gov.uk/">http://www.ukba.homeoffice.gov.uk/</a> )

### Purpose of the role

The New Product & Services Development Consultant is a key role that will provide a jump start in product innovation to drive forward CABI's core publishing business. You will be responsible for reviewing CABI's existing underexploited IP, analysing the potential for new marketable product concepts and delivering a pipeline of three to four commercially viable product ideas with fully developed business plans within six months. You will ensure that product concepts are researched and tested in order that they respond to customer needs and fill a gap in the market, thereby delivering new revenue streams

The role reports to the Chief Commercial Officer, reflecting the strategic importance of ensuring a growth strategy for CABI through the development of new and profitable product offerings which take into account customer needs and is underpinned by a robust business plan. You will use your network and experience to identify strategic and tactical opportunities to strengthen CABI's position as one of the leading publishers of products and solutions which address the key challenges in agriculture and food security.

### Candidate profile

You will have at least 5-8 years demonstrable experience in new product development, preferably in an STM publishing capacity, with a proven track record in providing growth through business and product development. You will have a strong external network of contacts within the industry, and you will keep up-to-date with technological innovations and developments. You will be an excellent communicator with project management experience, able to coordinate cross-functional teams and, where necessary, manage external suppliers to deliver specified work packages. Crucially, you will be able to formulate, communicate and deliver robust business plans.

## Key Accountabilities

- To identify and build a pipeline of new product opportunities, ensuring that they meet customer expectations and are in line with market changes and internal strategic developments
- To develop and present to CABI's Executive Management Team a compelling and financially sound business case for proposals
- To work with colleagues across CABI to ensure the uptake and implementation of new product business plans, including product management, IT, production, editorial and sales & marketing teams, as well as colleagues in CABI's International Development business unit
- To commission market research and competitor analysis projects and oversee the delivery of their objectives

## Previous experience and skills

### Skills in

- Market research, identification and understanding of customer needs, drivers and challenges and the ability to match these to tangible product concepts
- Calling current and potential customers and giving presentations.
- Public Speaking
- The production of compelling and financially sound business proposals.
- Research and analysis of market reports, industry white papers and expert reviews
- Written and verbal communication, providing clear, concise and compelling reports and presentations
- Operational and project management skills
- Decision-making
- Contract commissioning, negotiation and management
- Working in and understanding an international environment, working effectively with a wide range of individuals, including customers and suppliers
- Digital product development

### Experience in

- Specifying market requirements for current and future products by conducting or commissioning market research supported by on-going visits to customers and non-customers.
- Developing a pipeline of product opportunities that are responsive to customer needs
- Understand publishing sales cycle; preferably in scholarly publishing.
- Analysing potential partner relationships for the product development
- Analysis of business requirements for the establishment and delivery of commercial products
- Building and managing relationships with external customers, and content and technology partners, to achieve strategy
- Interfacing with any other relevant project teams and products to ensure a joined-up approach
- Knowledge of the STM market (all sectors)

### Personal characteristics

- Good judgement and decision making skills
- Outgoing, confident personality
- Excellent oral and written communication skills
- Highly self-motivated and driven by successful delivery to changing customer and business requirements
- Ability to work to tight deadlines under pressure
- A team player with strong interpersonal skills and the ability to functionally manage a wide variety of talented staff
- Creative / innovative ability
- Strong influencing and networking skills
- Positive, flexible and adaptable attitude



## EQUAL OPPORTUNITIES

CABI is an equal opportunities employer and welcomes applications from candidates irrespective of age, gender, race, colour, nationality, ethnic or national origin, disability, religion, sexual orientation or marital status. No applicant will be disadvantaged by conditions which cannot be shown to be justified and selection will be based on merit.

By taking the [CABI Equal Opportunities Survey](#) you will be helping us to follow best practice recommendations that employers should monitor selection decisions to assess whether equality of opportunity is being achieved. Please follow the link to take the survey.

(If the link does not work please cut and paste the following URL into your web browser [http://www.surveymonkey.com/s/CABI\\_Equal\\_Opportunities\\_Survey](http://www.surveymonkey.com/s/CABI_Equal_Opportunities_Survey))

The information in the survey will be treated as confidential and used for statistical purposes only, forming no part of the selection process. This information will be received separately from your application.

### SECONDMENT

This role may be filled on secondment from the corporate sector or from other large international development organisations. To discuss a secondment opportunity, please contact Neil MacIntosh, HR Director, at [n.macintosh@cabi.org](mailto:n.macintosh@cabi.org)

### HOW TO APPLY

To apply please send a covering letter detailing how you meet the candidate profile and a full CV quoting Job Reference 14/2016 to [recruitment@cabi.org](mailto:recruitment@cabi.org) please state where you saw this advertisement

### NOTE

This job description is not intended to be exhaustive. It is expected that the post holder and CABI will adopt a flexible attitude and accept that the duties may have to be varied according to circumstances, in particular changing corporate requirements and individual development needs.