

POSITION OVERVIEW

LOCATION	Brisbane	FUNCTION	Product Management
EMPLOYMENT	Full Time	REPORTS TO	Head of Product

PURPOSE SUMMARY

The Product Manager is responsible for the execution of the product strategy and are the customer for internal teams and product expert for external world. In collaboration with the Head of Product, the Product Manager is empowered to define product strategy and responsible for its execution.

PRIMARY PURPOSE

- Execution and management of product strategy for the full lifecycle of allocated product portfolio

KEY ACCOUNTABILITIES

CATEGORY		REQUIREMENTS
1	<b>Market Analysis</b>	<ul style="list-style-type: none"> <li>Understand customers and their pain points, needs vs asks, how to help them grow</li> <li>Understand competitive landscape</li> <li>Understand market trends and find out opportunities</li> <li>Find out customer segments that can be served</li> </ul>
2	<b>Product Strategy</b>	<ul style="list-style-type: none"> <li>Find out value product strategy to serve customer segments</li> <li>Collaborate with the Head of Product to define and execute product strategy</li> <li>Adhere to agreed product roadmap to ensure alignment with deliverables</li> <li>Define pricing strategy for new product developments and market entry</li> </ul>
3	<b>Business Case</b>	<ul style="list-style-type: none"> <li>Prepare business cases keeping in mind market opportunity, opportunity cost, cost-benefit analysis, profitability etc.</li> <li>Decide on buy-build-partner model</li> </ul>
4	<b>Prioritization &amp; Documentation</b>	<ul style="list-style-type: none"> <li>Work on ruthless prioritization, based on data</li> <li>Write detailed product requirements, use cases, user stories and user personas</li> <li>Understand user needs and work with UX to define mock ups</li> <li>Work with technical writers for product documentation</li> </ul>
5	<b>Execution</b>	<ul style="list-style-type: none"> <li>Work with architects, engineering, UX and other stakeholders on product development</li> <li>Ensure all pieces are in place for successful product launch</li> </ul>
6	<b>Communication &amp; Stakeholder Management</b>	<ul style="list-style-type: none"> <li>Work with all stakeholders to identify risks and mitigation strategy and other periodic updates</li> <li>Work with marketing on GTM strategy and market readiness (collaterals, sale support etc.)</li> <li>Negotiate with stakeholders as required for successful product launch</li> </ul>

7	<b>Product Launch &amp; Support</b>	<ul style="list-style-type: none"> <li>▶ Work on product demos and presentations for internal and external audience</li> <li>▶ Work continuously customer feedback for the launched product and prioritize appropriately.</li> </ul>
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**SUCCESS METRICS**

1. Crisp and clear understanding of product strategy (“Why” part) across the org – Yes, you are responsible to have absolute clarity of thoughts and ensure everyone understands it for your product area
2. Successful Product Launch and Adoption
3. Meeting product goals (example – revenue target, market share etc.)

**COMPETENCIES**

**Basic Qualifications –**

1. Bachelor’s degree in Science, Engineering, Math or related fields
2. Minimum 3 years of experience in product management
3. Excellent written and verbal communication
4. Demonstrated capability to launch products
5. Excellent problem solving and product thinking capabilities
6. Demonstrated capability to work in a deadline driven work environment, attention to detail and ability to multitask

**Preferred Qualifications –**

1. Product Management experience in B2B and E-Commerce
2. Experience in ecommerce and/or supply chain
3. Exposure to shopping platforms such as Magento etc.

**ACKNOWLEDGEMENT AND APPROVAL**

LAST UPDATED	Niraj Kothawade		
LINE MANAGER	Niraj Kothawade	DATE	08/08/2017
PEOPLE & CULTURE REP		DATE	