

## Product Manager

### Reports to

This position reports to the Sales & Marketing Manager

### Organisational context

The Community Telco™ model is a franchise-based business that builds prosperous and sustainable regional communities by aggregating local demand for services like telecommunications and meeting that demand through a local, community-owned company. The model captures capital that would be lost to the region and reinvests it locally, creating new jobs and opportunities. There are several Community Telco franchises and agencies across Australia and the number is growing.

Based in Bendigo, Community Telco Australia provides the technology, systems and know-how that enable the Community Telco group to offer professional telecommunications services and a competitive range of products. We value and encourage innovation in our staff, and our systems and product development.

### Job summary

- Develop and manage the product roadmap and lifecycle for the group-wide suite of products.
- Develop and implement product marketing strategies across regional markets for all Community Telco telecommunications products.
- Assist the Community Telco group to build and meet their business plans by analysing market conditions and developing value propositions, pricing strategies and product bundling programs.

### Duties and responsibilities

- Monitor market conditions to ensure that Community Telco products are competitively positioned.
- Develop business cases to justify the development of new products.
- Manage the product development process on an end-to-end basis.
- Implement product based marketing initiatives.
- Develop and manage CTA retail campaigns.

### Key performance indicators

- Successfully implement and monitor marketing strategies for Community Telco to support long term and annual business plan objectives.

- Complete market sizing and demand analysis to support the implementation of new products.
- Collect and interpret competitive intelligence across multiple markets to recognise both threats as well as new opportunities.
- Develop and educate the Community Telco group in product based value propositions.
- Provide pricing support for potential new rate plans in light of market competition.
- Internally and externally communicate product promotions to key stakeholders, including Community Telco franchises and agencies, customer service and billing group.
- Manage the product development roadmap.
- Achieve CTA retail campaign targets.

### **Key selection criteria**

- Previous experience in the telecommunications industry with the ability to demonstrate extensive telecommunications product knowledge and understanding for business customers.
- Demonstrated experience in developing product business plans for different markets, as well as the ability to prepare product specific business cases.
- Ability to develop effective working relationships with all levels of internal and external stakeholders.
- High level of oral and written communication skills with the ability to confidently interact with customers, users and third parties as appropriate.

### **Qualifications**

- At least two years of marketing experience within the telecommunications industry is essential.
- Tertiary qualified in marketing, telecommunications or other related fields would be preferred.

### **Competencies**

- High level communication, presentation and facilitation skills.
- Creative business and IT problem solving skills.
- Ability to build solid business working relationships.
- Effective time management.
- Confident in decision making with the ability to work under pressure.
- Strong attention to detail with the ability to use initiative
- Organisational awareness
- Cultural fit