

## JOB DESCRIPTION

---

<b>Position: Applications Product Manager</b>	
Location:	Bellville, Cape Town
Date:	05 August 2009
Reporting To:	Head of Products
Reporting to You:	N/A
Purpose	<p>The incumbent will be responsible for ensuring that the product strategy of the company is met through the defining of the market requirements, defining the functional requirements and packaging the features into product releases for Clickatell's web based messaging applications.</p> <p>This individual will be driven by business metrics and will have a proven ability at managing multiple, competing priorities simultaneously.</p>
Key Responsibility Areas:	<ul style="list-style-type: none"> <li>▪ Execute the Clickatell messaging products strategy focusing on the Clickatell and partner web based applications hosted on Clickatell's website.</li> <li>▪ Provide input to Clickatell's messaging applications roadmap and suggest suitable pricing models.</li> <li>▪ Monitor industry innovations, perform competitive analysis and prepare business requirement documentation.</li> <li>▪ Gather requirements from prospectors, evaluators and customers and prepare product requirement documents.</li> <li>▪ Manage and implement the presentation (website), billing, download/delivery and reporting of the web based messaging applications.</li> <li>▪ Prepare required mock-up wireframe presentation of all new applications or features for executive buy-in.</li> <li>▪ Manage technical relationships and the engineering, contract with internal and external developers on an ongoing basis, w.r.t. new developments, feature enhancements, preparation of technical specifications and product bug fixes.</li> <li>▪ Preparation of the technical documentation.</li> <li>▪ Produce and manage website related copy and documentation.</li> <li>▪ Ensure synergy with the Engineering and Marketing divisions.</li> </ul> <p><b><u>Budget and EBDITA</u></b></p> <ul style="list-style-type: none"> <li>1. Ensure that the revenue targets are realistically determined and achieved for each web based messaging application.</li> <li>• Ensure that the GP margin for each application is managed to ensure that company goals are achieved.</li> </ul>
Core Competencies:	<ul style="list-style-type: none"> <li>• Candidate must have a proven ability to analyze market requirements, define products and solutions and define user personas for individual products.</li> <li>• Candidate must have an astute understanding of typical web based customer behaviour and trends and be able to utilize this knowledge to produce compelling web based applications.</li> <li>• Position requires in-depth understanding of the international wireless/mobile messaging market, players, products and direction of the market.</li> <li>• Candidates needs to have a good technical background and understanding of the global mobile industry</li> <li>• Excellent communication skills are important, since candidate will be expected to operate across multiple functional areas (engineering,</li> </ul>

	operations, sales, and marketing) including external partners and customers.
General Competencies:	<ul style="list-style-type: none"> <li>• Computer literate (MS Office, MS Project, drawing packages, wireframe tools and e-mail).</li> <li>• Foresight, analysis and logic, systematic and orderly planning, attention to detail</li> <li>• Project management experience</li> <li>• Problem solving skills and analytical abilities</li> <li>• Excellent negotiating skills both internally and externally</li> <li>• Excellent time management skills</li> <li>• The ability to both act tactically and strategically</li> </ul>
Experience and Education:	<ul style="list-style-type: none"> <li>• At least 5 years experience and product management with some product development experience.</li> <li>• Experience in market and customer analysis and research</li> <li>• Experience in the mobile industry</li> <li>• Experience in web design methodologies</li> <li>• Have completed a tertiary education in IT and product and project management</li> </ul>
Personal Characteristics:	<ul style="list-style-type: none"> <li>• Results oriented and creative</li> <li>• Attention to detail</li> <li>• Self driven, with entrepreneurial leanings</li> <li>• Good communicator</li> <li>• Good interpersonal skills</li> <li>• Positive outlook on life</li> <li>• Assertive nature</li> <li>• Logical thinker</li> <li>• High levels of initiative</li> <li>• Work in a team, with a high degree of responsibility</li> <li>• Work well under pressure and to meet deadlines</li> </ul>
Special Requirements:	<ul style="list-style-type: none"> <li>• Regular and on time attendance</li> <li>• From time to time you will be required to work outside of normal working hours.</li> <li>• You may have to travel from time to time locally and abroad.</li> </ul>
Note:	<ul style="list-style-type: none"> <li>• To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the knowledge; skill and or ability required and are not intended to be an exhaustive list of all duties and responsibilities associated with this job.</li> <li>• You will be required to perform all reasonable duties assigned to you related or incidental to the proper completion of your job tasks;</li> <li>• During a work colleague's leave of absence from the company or during month end or peak business periods, you may be required to perform job tasks upon reasonable request from your line manager.</li> </ul>