

JOB DESCRIPTION

Product Manager – Mobile Messaging Enterprise	
Location:	Cape Town, South Africa
Date:	11 April 2011
Reporting To:	Senior Director Mobile Messaging
Reporting to You:	N/A
Purpose	<p>The Product Manager is responsible for the entire value chain of a product or service offering. The process includes working with the Business Analyst to validate market research, the building of a business case, managing and driving development priorities, driving through all additional deliverables to make it a business success and working with the marketing team for launch. The role requires the Product Manager to champion both product and services initiatives both internally and externally, supporting the Account Management and Sales teams in communicating and selling the product and its proposition to the market.</p> <p>The Product Manager defines product and service requirements based on their own expertise and feedback gathered across the business and market. He/she identifies how product innovations may add value to or reduce business costs of both Clickatell and its clients.</p>
Key Responsibility Areas:	<p>Develop end to end offers and solutions for Mobile Messaging Enterprise clients including product positioning, packaging, and pricing.</p> <p>Prepare and execute product and pricing strategy as well as partner strategy.</p> <p>Manage product lifecycle including business cases, product launch, service/manage and EoL, interfacing with cross-functional teams within Clickatell.</p> <p>Develop high level product requirements and develop business cases to drive ongoing product developments and expansions</p> <p>Generate business requirements and business rules documentation and interface with Clickatell's product development group.</p> <p>Develop Go to Market plans and work with cross functional teams and external partners to execute GTM strategy</p> <p>Generate sales collateral, website Content, Customer ROI Analysis and other relevant customer facing material</p> <p>Provide internal and partner sales training on offers, pricing, positioning</p> <p>Ensure synergy with product development team, market development team,</p>

	<p>marketing and sales</p> <p>Track and monitor the product from a financial perspective, in line with the MTS business' goals and objectives.</p> <p>Provide on time data to manager around any anomalies identified in the business</p> <p>Assist cross functional groups identify data from usage that is relevant to optimize the business</p>
<p>Core Competencies:</p>	<p>Candidate must have a proven ability to analyze market requirements, define products and solutions and define user personas for individual products.</p> <p>Candidate must have an astute understanding of the international wireless/mobile messaging industry, players, products and direction of the market with specific knowledge of SMS Messaging.</p> <p>Excellent communication skills are important; candidate will be required to operate across multiple functional areas (engineering, operations, sales, and marketing) including external partners and customers..</p>
<p>General Competencies:</p>	<p>Computer literate (MS Office, MS Project, drawing packages, wireframe tools and e-mail).</p> <p>Foresight, analysis and logic, systematic and orderly planning, attention to detail.</p> <p>Problem solving skills and analytical abilities</p> <p>Excellent negotiating skills both internally and externally</p> <p>Excellent time management skills.</p> <p>The ability to both act tactically and strategically</p>
<p>Experience and Education:</p>	<p>A minimum 5 years' experience in mobile messaging industry.</p> <p>Experience in mobile messaging product development, implementation and packaging is required.</p> <p>Experience in market and customer analysis and research.</p> <p>Completed a tertiary education in either IT, product or project management, product or project management preferred</p>
<p>Personal Characteristics:</p>	<p>Results oriented and creative</p> <p>Attention to detail</p> <p>Self-driven, with entrepreneurial leanings</p> <p>Good communicator</p> <p>Good interpersonal skills</p> <p>Positive outlook on life</p> <p>Assertive nature</p> <p>Logical thinker</p>



	<p>High levels of initiative</p> <p>Work in a team, with a high degree of responsibility</p> <p>Work well under pressure and to meet deadlines</p>
Special Requirements:	<p>Regular and on time attendance.</p> <p>After hours availability if required.</p> <p>Perform on-call duties if required.</p>
Note:	<p>To perform this job successfully, the 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.</p> <p>You will be required to perform all reasonable duties assigned to you or related or incidental to the proper completion of your job tasks;</p> <p>During a colleague's leave of absence from the company or during month end or peak business periods, you may be required to perform other job tasks upon reasonable request from your line manager.</p> <p>Relocation costs (if applicable) will be for own account.</p>