



JOB DESCRIPTION

JOB TITLE: Director of Product Management
REPORTS TO: Chief Operating Officer
LOCATION: Wellington, New Zealand; Travel required
REMUNERATION: Commensurate with experience in equivalent roles

COMPANY OVERVIEW:

4RF is a New Zealand company designing, manufacturing and supplying high quality wireless radio products deployed in over 130 countries. 4RF's products are used by utilities, oil and gas companies, public safety organisations, transport operators, broadcasters, enterprises as well as fixed and wireless telecoms operators. We have blue chip customers in all of these vertical markets, examples of which include the United Nations, EDF, Chevron and America Móvil.

With 75 staff currently 4RF is a dynamic company with a flat structure devoid of the politics of larger organisations. As one of New Zealand's leading technology exporters 4RF enjoys significant support from New Zealand government organisations notably from embassies, NZTE and the Ministry of Science and Innovation. We win business based on our superior products, customer service and organisational agility.

4RF is backed by leading growth investor Fortissimo Capital (www.ffcapital.com) and has recently announced investment to accelerate product development, market delivery and company sales. The addition of a Director of Product Management will significantly increase the focus on market analysis, opportunity identification and subsequent prioritisation of the development programme.

JOB SUMMARY:

The Director of Product Management will be the unifying force behind 4RF's product strategy and execution, combining feedback from customers and prospects, sales, marketing and R&D to set the strategic vision and lead the execution on new features and products.

This is an important and strategic role within the company, and our expectations are equally high. The Director of Product Management will lead a focused team to gather and prioritize product and customer requirements, define the product vision, and work closely with development to both deliver new products and increase the profitability of existing products.

ORGANISATION STRUCTURE:

Reports to: Chief Operating Officer

Direct Reports: Product Managers (2) – 1 each based in New Zealand (HQ) and the UK

Key Relationships: Director of R&D (HQ), VP Marketing (based in the UK), VP Sales (based in Israel), CTO (HQ), CEO (HQ), Director of Systems Engineering (HQ)

Other relationships: Regionally based Sales Directors and Managers for North America, CALA, Europe, Asia, Africa and Oceania

KEY RESPONSIBILITIES:

Key Responsibilities	Key accountabilities/expectations
Product Strategy / Selection	<ul style="list-style-type: none">• Lead and take ownership for internal cross-departmental processes to define product strategy and resultant roadmap and priorities• Effective, targeted interviewing of several input sources, weighting information to generate a considered, objective view. Sources to include: procurement, engineering and product user groups within customers & partners, key stakeholders such as departmental or project leaders and technology decision makers, industry councils, regulatory bodies and consulting organisations, in addition to 4RF management, engineering and sales staff• Identify and analyse customer applications to determine user or procurer success criteria for potential products and potential market sizing• Consult with 4RF technical leadership and engineering staff to understand key capabilities and identified potential technology and application options. Ensure technical innovation included in product determination and 4RF development expertise is aligned with product selection• Form incisive and structured assessments resulting in product / technology recommendations, with the addition of contestable market sizing, development and commercialisation impact produce summary business cases for product decisions
Product Commercialisation	<ul style="list-style-type: none">• Research and analyse market requirements in detail as well as applications, standards and compliance requirements to ensure accurate and optimal product specification• Lead an iterative and integrated process to generate Product Requirements documentation, ensuring development activity is aligned with, prioritised, and adjusted as necessary to meet market requirements throughout the product development phase• Develop and implement go-to-market strategy with all corporate departments• Review and approve for market release features or products once development is completed• As product champion maximise and accelerate market entry and uptake through engagement with Sales and across multiple levels of customer and partner organisations
Competitive Analysis	<ul style="list-style-type: none">• Become an expert on other products in the marketplace• Analyse competitive offerings to identify key points of superiority and weakness• Develop key product differentiators and competitive positioning• Provide relevant, fit-for-purpose materials for marketing collateral and tender response templates

Lifecycle Management	<ul style="list-style-type: none"> • Manage product line lifecycles from concept identification to tactical activities, phasing features both in and out of the market, to maximise total return across all product lines • Ensure product roadmap maintained, extended and delivered internally and externally to prioritise development effort, respond to market changes and ensure continued customer engagement • Ownership for the collation, assessment and response to market feedback or product enhancement requests • Create business cases for product additions in response to identified market opportunities – including opportunity sizing and industry trends / forward looking projections
Financial Performance	<ul style="list-style-type: none"> • Maintain and extend revenue through selection of additional features or product additions and the application of an effective pricing strategy • Ensure gross margins are optimised through analysing the true delivered product cost and initiating cost-down programmes in consultation with R&D and the Supply Chain • Analyse and report on product financial performance by product line, sub-variant or added features across vertical and geographic markets in consultation with Finance. Determine success or failure criteria and generate lessons learned for future decisions
Organizational	<ul style="list-style-type: none"> • Plan, organise, direct and control the Product Management group function to meet objectives for product identification, and subsequent variant and feature delivery to the market • Identify process and organisational improvements through lessons learned and adoption of best practices • Budget development, attainment, and implementation
Performance Monitoring & Recruitment	<ul style="list-style-type: none"> • Provide performance appraisals, coaching/mentoring and staff development to maximise effectiveness of the group • Continually review performance to ensure individuals consistently deliver in an effective and efficient manner – identify areas for improvement and take appropriate action to ensure effectiveness is restored, maintained and improved • Recruitment and development of world class quality personnel
Reporting	<ul style="list-style-type: none"> • Reporting of Product Management activities, market and opportunity analysis and roadmap progress regularly to the COO
Relationship Management	<ul style="list-style-type: none"> • Maintain strong relationships and credibility with senior management and staff

QUALIFICATIONS/EXPERIENCE:

Essential:

- Recent and successful track record in product management roles with company-wide or product line responsibility
- Demonstrable ability to interview customers to understand how products can meet their business requirements
- Experience in leading and managing product management processes, staff and group functions
- In depth technical knowledge in industrial wireless communications products, knowledge of telecoms in general and microwave radio and telemetry communications in particular
- Direct experience in vertical market sectors relevant to 4RF: government, utilities, security, transport, oil & gas, public safety, fixed line and cellular
- Able to formulate and articulate business cases required for product development decision-making
- Proven relationship management skills
- Able to travel periodically to 4RF's customers throughout our sales regions
- Fluency in English

Desirable:

- Knowledge and understanding of telecoms requirements for utilities as they affect utilities' core SCADA and Telemetry requirements and awareness of emerging technology issues in the sector
- Knowledge of additional languages

Personal attributes:

- Natural ability to relate to customers and prospects
- Ability to work with different people across a team effectively
- "Roll-up-your-sleeves" entrepreneurial, start-up attitude
- Excellent communication and presentation skills with colleagues and customers
- Ability to handle complex or difficult situations as appropriate
- Remarkable references