



JOB DESCRIPTION

JOB TITLE: Product Manager

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.

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 accelerated product development and initial market delivery of its industry leading SCADA radio platform. The addition of a Product Manager will increase the in depth market specific technical and application input to R&D, provide daily involvement in the prioritisation and subsequent feature development activities and contribute to the successful execution of the 4RF product portfolio market delivery.

JOB SUMMARY:

The Product Manager is a key contributor to 4RF's product strategy and execution, combining feedback from customers and prospects, sales, marketing and R&D to provide input to the strategic vision and lead the execution on new features and products.

You will utilize your extensive and direct SCADA radio product management experience, and your ongoing contact with customers and prospects, to 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. You must possess a unique blend of business and technical savvy, a big-picture vision, and the drive to make that vision a reality. You must enjoy spending time in the market extending your understanding of utilities and their communications requirements with a focus on SCADA and telemetry, and find innovative solutions for the broader market.

ORGANISATION STRUCTURE:

Reports to: Chief Operating Officer

Key Relationships: Regionally based Sales Directors and System Engineers, R&D Project Managers, Director of R&D (HQ), VP Sales (based in Israel), Director of Systems Engineering (based in Israel), CTO (HQ), CEO (HQ)

KEY RESPONSIBILITIES:

Key Responsibilities	Key accountabilities/expectations
Product Strategy / Selection	<ul style="list-style-type: none">• Contribute to 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• 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
Product Commercialisation and Lifecycle Management	<ul style="list-style-type: none">• Research and analyse the market, in detail, to specify market requirements for products. Incorporate market research as well as standards and compliance requirements, supported by visits to customers and non-customers, 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• Provide objective and detailed technical, application and commercial input, utilizing existing market experience, to ensure correct definition and prioritisation of feature development• Ensure product roadmap maintained, extended and delivered internally and externally to prioritise development effort, respond to market changes and ensure continued customer engagement• As a product advocate maximise market entry by effective presentation and positioning of product to Sales, customers and partners during early engagement period• Manage product line lifecycles from strategic planning to tactical activities• Create business cases for product additions in response to identified market opportunities• Review and approve for market release features or products once development is completed

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
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QUALIFICATIONS/EXPERIENCE:

Essential:

- Recent and successful track record in product management roles with company-wide or product line responsibility for a manufacturer of SCADA radio equipment
- Demonstrable ability to interview customers to understand how products can meet their business requirements
- In depth technical knowledge in industrial wireless communications products, SCADA applications, knowledge of telecoms in general and microwave radio and telemetry communications in particular
- Direct experience in vertical market sectors relevant to 4RF: oil & gas, utilities, public safety, government, security, transport, fixed line and cellular
- Able to formulate and articulate business cases required for product development decision-making
- Ability to write and deliver product introduction presentations and training material
- Time management skills
- Problem solving skills
- Proven relationship management skills
- Able to travel periodically to 4RF's customers throughout our sales regions
- Excellent communication skills (verbal and written)
- Fluency in English

Desirable:

- Knowledge and understanding of telecoms requirements for oil and gas operators, and utilities as they affect their 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
- Excellent communication and presentation skills with colleagues and customers
- Ability to handle complex or difficult situations as appropriate
- Remarkable references