



JOB DESCRIPTION

JOB TITLE: Product Manager
REPORTS TO: Director of Product Management
LOCATION: TBD; Extensive 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 80 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 Product Manager will significantly increase the focus on market analysis, opportunity identification and subsequent execution of product delivery to the market.

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 drive the strategic vision and lead the execution on new features and products.

You will build products from existing ideas, and help to develop new ideas based on your industry experience and your contact with customers and prospects. 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: Director of Product Management

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

KEY RESPONSIBILITIES:

Key Responsibilities	Key accountabilities/expectations
Product Strategy and Selection	<ul style="list-style-type: none">• Contribute to internal cross-departmental processes to define product strategy and resultant portfolio priorities• Effective, targeted interviewing of several input sources within customers and partners, weighting information to generate a considered, objective view. Sources to include: procurement, engineering, product user groups, and 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 with associated potential market sizing• Consult with 4RF technical leadership and engineering staff to understand key capabilities, technology and application expertise. Ensure technical innovation 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 on-going visits to customers and non-customers, to ensure accurate and optimal product specification• Lead an iterative and integrated process to generate and refine Product Requirements documentation, ensuring development activity is aligned with, prioritised, and adjusted to meet market requirements throughout the product development phase• 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 lifecycles from strategic planning to tactical activities• Create business cases for product additions in response to identified market opportunities• Maintain and extend revenue through selection of additional features or product additions and the application of an effective pricing strategy
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

QUALIFICATIONS/EXPERIENCE:

Essential:

- B.Sc. in Electrical Engineering, M.Sc. an advantage
- Technical expertise in SCADA and telemetry communications
- Technical expertise in Ethernet/IP – especially over narrow band networks
- 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
- Excellent communication skills (verbal and written)
- Ability to write and deliver product introduction presentations and training material
- Ability to exercise tact and good interpersonal skills
- Project management skills
- Group facilitation skills
- Time management skills
- Problem solving skills
- Ability to be pro-active with a sense of urgency
- Ability to read, understand and communicate technical documentation
- Be a self-starter, a highly motivated person able to work in a fast paced environment that is continually changing
- 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
- Able to travel, potentially extensively, to 4RF's customers throughout our sales regions

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