



Position Description

Position: Product Manager
Department: Marketing
Reports to: Global Product Management Lead

Position purpose:

The Product Manager is a key role, responsible for managing Enatel products from conception to end of life.

The primary purpose of the Product Manager is to understand key Enatel markets and customers, ensure Enatel has the right products on its roadmap for future development, to coordinate optimisation and where necessary, end of life of existing products and portfolios.

Key responsibilities:

- Be the "Voice of the Customer" with the business, sharing their needs, and providing this conduit directly or via the Sales team.
- Maintain intimate market knowledge such as size, segmentation, and market trends across existing and potential trading geographies.
- Understand the technical, commercial, and unique requirements of customers in target segments, and evaluate their attractiveness as consumers of Enatel products.
- Maintain an ongoing analysis of competitors competencies and their value propositions.
- Continually assess the competitiveness of the products under your management, following a quantitative data driven approach.
- Scan, research and assess the market arena for opportunities for new products or services.
- Contribute to the Enatel Product Roadmap.
- Identification of product target costs, sales volumes, and product line profitability.
- Produce comprehensive specification documents to define new products.
- Provide necessary discovery and other supporting documentation to initiate development projects.
- Ensure all projects on the roadmap are expedited through the project pipeline at a required speed, taking into account strategic initiative timing, budgeted revenue and other business targets.
- Work closely with project managers, engineering, operations, finance, and other stakeholders to successfully bring products to life and profitably manage them through their lifecycle.
- Partner with the sales team to equip them with appropriate product and application knowledge to successfully represent the product in the marketplace.
- Be an informed and key influencer of product line and business strategy.
- In conjunction with the marketing department plan effective campaigns, strategies and communications that give value to the products under your management.

Other duties:

- Upholds the company values.
- Perform any other tasks as required by your Leader and/or the business.
- Contributes to the achievements of department goals and objectives.

Health & Safety:

- Ensuring all Health & Safety policies and rules are followed, with all tasks completed in a safety conscious manner.
- Maintaining a safe and clean working environment by complying with Enatel Policy and Procedures.
- Leads by example in all matters relating to Health & Safety.





Environmental:

Enatel is committed to minimising the environmental impact of our operations and products.

- Ensuring Environmental policies and processes are followed.

Key Relationships:

Internal	External
• Marketing Team	• Customers
• Sales Team	• Contractors and Suppliers
• Product Managers	• Integrators / Distributors
• Logistics and Distribution Team	
• P&C	
• Purchasing	
• Engineering	
• SLT/ELT	

Person Specification:

	Essential
Competencies	<ul style="list-style-type: none"> • Functional/Technical Skills - has the functional and technical knowledge and skills to do the job at a high level of accomplishment. • Action oriented - enjoys working hard and is full of energy for the things he/she sees as challenging. • Process Management – good at figuring out the processes necessary to get things done. Can simplify complex processes. • Learning Agility - the ability to learn quickly in a new environment. • Problem Solving – looks for opportunities to resolve issues and solve problems. Learns quickly when facing new problems. • Integrity and Trust – is seen as a direct, truthful individual; is widely trusted. • Ethics & Values - Has an appropriate and effective set of core values and beliefs, and acts in line with those values at all times.
Skills, Experience & Knowledge	<ul style="list-style-type: none"> • Strong technical skill set. • Excellent communication and organisation skills. • Demonstrates high levels of sales and business acumen. • Responsive and Customer focused. • Strong team player that actively contributes to the company's success. • Prior experience from an electrical industry (electrification) is an advantage. • Experience with New Product Development stage gate process and JIRA is a distinct advantage. • Competent with a range of IT systems such as ERP, CRM. • Ability to interact effectively with a variety of personnel at all organisational levels. • Must be able to self-manage and effectively prioritise tasks. • Good customer engagement skills. • Good Technical/Electronics and/or Software knowledge. • Ambitious, inquisitive, and loves to win!
Qualification / Licenses	<ul style="list-style-type: none"> • Minimum 5 years + experience in product management role in a technology business or similar. • Applicable tertiary qualification would be an advantage.

