

Position Description

Position: Product Manager

Department: Marketing and Product

Reports to: Global Product Management Lead

Direct Reports: None

Location: New Zealand

<p>Role Purpose</p>	<p>The Product Manager is a key role within the Product Management Team, which is responsible for managing of Enatel’s Industrial Charger product lines and software products from conception through to end of life.</p> <p>The primary purpose of the role to translate customer and market needs and demands into products that are ready to sell, deploy and support. The Product Manager owns a set portfolio of products, and is accountable for their near-term strategy, roadmaps and commercial success. They are responsible for ensuring new products are customer-ready and well supported at launch.</p> <p>The Product Manager acts as a key link between Engineering, Sales, Marketing, Operations and Support to drive the end-to-end lifecycle of their products and ensure Enatel has the right products on the roadmap for future development.</p>
<p>Key Success Outcomes</p>	<ul style="list-style-type: none"> • Be the “Voice of the Customer,” clearly representing customer needs and use cases. • Deliver clear and balanced business cases for new products and features, aligned with Enatel’s growth strategy. • Define clear product requirements, based on a deep understanding of our customer pain points, needs and use cases. • Support the successful delivery of roadmap initiatives by working closely with engineering, operations, project management, finance, and other stakeholders to bring products to market and manage them through their lifecycle. • Partner with the Sales and Marketing teams to ensure they are equipped with appropriate product and application knowledge to successfully represent solutions in the marketplace. • Drive continuous improvement across the product portfolio by partnering with our sales, support and quality teams to process, analyze and initiative action based on customer feedback and feature requests. • Identify and assess opportunities for new features, products or solutions, providing clear input into the Enatel Product Roadmap with ownership of the relevant portfolio. • Develop strong real-world knowledge about market size, segmentation, customer applications, and industry trends across existing and potential target markets. • Maintain an ongoing understanding of competitor offerings and value propositions and assess product competitiveness using data-driven approaches.
<p>Key Internal Relationships</p>	<ul style="list-style-type: none"> • Product Management Team • Product Strategy Team

	<ul style="list-style-type: none"> • Marketing • Engineering • Project Management • Technical Support • Sales • Quality • Enatel Senior Leadership Team
Key External Relationships	<ul style="list-style-type: none"> • Customers • Dealers and Distributors • OEM Customers • Industry Groups

Key Requirements

Accountability Area	Desired Outcome/Achievement Indicators
Product Management	<ul style="list-style-type: none"> • Research and evaluate market, customer, and technology trends to identify new product and feature opportunities. • Define and maintain clear customer requirements specifications. • Own and contribute clear, evidence-based inputs into the Enatel Product Roadmap, ensuring alignment with customer needs, market opportunities, and portfolio strategy. • Translate customer, market, and regulatory requirements into clear requirements, collaborating closely with Engineering and Compliance to ensure technical, safety, and regulatory considerations are embedded from the outset. • Ensure timely advancement of product initiatives, in accordance with Enatel's stage gate process. • Translate customer requirements into commercially viable features and products, developing cost targets and clear business cases. • Collaborate with Finance, Marketing and Sales to deliver pricing strategies for owned product lines, that drive commercial success.
Market Insights	<ul style="list-style-type: none"> • Maintain detailed knowledge of market size, segmentation, customer applications, and trends across existing and potential geographies relevant to the product portfolio. • Understand the technical, commercial, and operational requirements of target segments to assess their attractiveness and fit for the specific Enatel product portfolio. • Conduct ongoing competitor assessments and analysis reports to evaluate competitor offerings and value propositions highlighting strengths and product positioning. • Continually assess product competitiveness using quantitative, data-driven approaches. • Act as a subject matter expert and internal leader for the products within their portfolio. Be a go-to resource for customer-facing teams.

Agile Execution	<ul style="list-style-type: none"> • Drive the execution of the product roadmap by prioritising work, maintaining clear requirements, and working closely with cross-functional teams to deliver high-quality outcomes aligned to customer, commercial, and regulatory needs. • Maintain an ability to be agile, identify alternative solutions, and propose pivots, using data, research, customer feedback and a practical lens.
Customer Centric Communication and Stakeholder Engagement	<ul style="list-style-type: none"> • Act as the primary conduit for customer needs and use cases translating insights directly or via the Sales Team and Product Strategy Team into clear product direction. • Document customer and sales feedback to ensure customer needs directly inform internal discussions and decision-making. • Proactively engage with customers, industry leaders and internal stakeholders to drive the best outcomes for our customers.
Cross-Functional Collaboration	<ul style="list-style-type: none"> • Collaborate with marketing to develop clear and compelling product marketing collateral and campaigns for product lines. • Partner cross-functionally with Engineering, Operations, Project Management, Finance, and other stakeholders to plan, coordinate, and support the delivery of roadmap initiatives from concept through launch and ongoing lifecycle management. • Enable Sales and Marketing effectiveness by developing and maintaining clear product, application, and value-proposition knowledge, and proactively sharing this through training, documentation, and ongoing engagement.
Continuous Improvement and Innovation	<ul style="list-style-type: none"> • Foster a culture of iteration and learning within the team. Use data, feedback, and retrospectives to drive ongoing improvements in process, product quality, and team velocity.
Results Orientation	<ul style="list-style-type: none"> • Time-to-Market: % of product and feature releases delivered on schedule • Commercial Performance: Revenue and margin performance by product line post-launch • Product Readiness: Successful launches with no major post-release issues or rework • Customer Fit: Product adoption and feedback from key customers, OEMs, and distributors

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.

Person Specification

	Essential	Desirable
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 they see as a challenge. • Clear Communication – confident communicating ideas to a wide range of stakeholders online, in-person and in the boardroom. • Customer Engagement – experienced working directly with customers to extract useful insights and product feedback. • Process Management – good at figuring out the processes necessary to get things done. Can simplify complex processes. • Problem Solving – takes initiative to find opportunities to resolve issues and solve problems. Learns quickly when facing new problems. • Learning Agility - the ability to learn quickly in a new environment. 	
Skills, Experience & Knowledge	<ul style="list-style-type: none"> • 5+ years of experience in Product Management and/or Product Ownership. • Strong technical background in electrical engineering. • Excellent communication and organisation skills. • Proven experience in a hardware related portfolio. • Has a customer centric mindset. • Strong team player that actively contributes to the company's success. • Experience with New Product Development stage gate process. • Ability to interact effectively with a variety of personnel at all organisational levels. • Must be able to self-manage and effectively prioritise tasks. 	<ul style="list-style-type: none"> • Jira experience is an advantage. • Competent with a range of IT systems such as ERP, CRM.
Qualification / Licenses	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • Applicable tertiary qualification would be an advantage.