



# Job description

## Product Manager

### Role Overview

Reporting to the Head of Product, you will be responsible for multiple products in the Customer Experience and Engagement sector, covering a range of mature products to some of our newest and most valuable solutions.

The remit includes managing the extension and expansion of existing products, plus taking new opportunities through the full product lifecycle from initial investigation to launch and in-use by customers.

You are joining the business at an exciting time. A significant investment is being made to take a leadership position in the Customer Experience and Engagement market, to deliver compelling propositions for customers and invest in disruptive innovation.

### Key Responsibilities

- Responsible for the full product lifecycle including strategic planning, product concepts, investment decision, co-creation with customers, beta-testing, launch, growth, support and finally product end-of-life
- Effectively own and drive product initiatives with short, medium and long term roadmaps from idea to launch, maximising impact on revenue and margin growth
- Evolve and deliver on the product vision and objectives ensuring alignment with overall product and company strategy
- Work closely with our customer-facing teams to develop close customer relationships and develop a reputation for adding value to customers. Own co-creation initiatives with customers
- Work with technology and business stakeholders to prepare detailed business and product requirements. Own the requirements through monthly Sprint planning process
- Own the go-to-market plan for your products, working with all Departments to execute the plan

## Knowledge, Skills & Experience

- We'd love it if you have previous experience with Customer Relationship Management (CRM) products and have worked with or on behalf of Call Centres. If you've managed APIs and integrations between your products and partners, then you've got the experience we need
- You'll need a can-do attitude with a passion for product management; the strategy, the operations, and everything in-between
- Previous experience in a Product Management role. Experience of developing commercial solutions within the B2B technology space which are scalable and repeatable
- Product management experience within a services industry such as retail, financial services, telecommunications or utilities is valuable. You will be a strong stakeholder manager with an ability to quickly forge strong working relationships with colleagues and business partners of all levels. Knowledge of the working practises of contact centres is desirable
- Highly skilled at prioritising and experienced working in an Agile environment, you are a trusted partner to your technical colleagues and have enough technical knowledge to make the right decisions when called upon. Ability to understand and communicate complex technical concepts to a non-technical audience
- Data-driven with a commitment to process, you bring evidence-based decision-making
- Persuasive and influential, able to deal with resistance to change and reach an agreed way forward through negotiation
- Commands respect and able to create a sense of community across key stakeholders
- You have a keen eye for market opportunities and how to utilise it to commercial advantage in the development of new products
- A great commercial mindset - thinking in terms of customer need, pricing strategies, value and return
- Comfortable presenting to prospective clients and acting as the subject matter expert
- Interacts with colleagues, customers, partners and suppliers in a professional and polished manner
- Excellent written and verbal communication skills, ability to listen effectively and interact at all levels within the organisation
- Strong team player as well as a proactive individual contributor

## Competencies:

**Relationship Building** – *The ability and willingness to develop and exploit a range of productive relationships both inside and outside the team.*

**Analysis** – *The ability to gather relevant information, notice relationships between different pieces of information, reason from cause to effect and generate effective solutions to practical problems.*

**Customer Orientation** – *The ability to recognise both internal and external customers and the willingness to co-operate with them fully in order to help them achieve their objectives.*

**Adaptability** – *The ability to maintain effectiveness in a changing environment and the willingness to respond quickly and positively to change.*

**Organising Work** – *The ability to marshal and manage resources (people, funding, materials and support) to achieve a project or task. Able to manage own time efficiently and to handle multiple activities in parallel to accomplish the goals.*

**Communication** – *The ability to speak and write so as to be clearly understood by others using appropriate language, vocabulary and style.*

**Technical/Professional Knowledge** – *The ability and motivation to apply and develop one's own professional and technical knowledge and to share this expertise with others.*

**Initiative** – *The willingness to move things forward by taking action without needing to be asked and without undue escalation.*

**Achievement Orientation** – *The determination to set oneself and meet high standards, exceeding norms and expectations.*

## Additional Specifications / Comments

This job description is not intended to be an exhaustive list of duties to be performed by the employee. This job description may be altered to reflect the business needs of the Company.



Could you be the one for us?

Whether you're ready to join us or would just like a little more information, our team are always on hand to help.

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