

Job Description

Job title:	Product Manager
Employment Type:	Permanent
Reporting to:	Operations Director
Department:	Operations
Working hours:	8:30 – 17:00, Monday to Friday
Location:	Blackpool Head Office, FY4 5LZ
Salary:	Competitive (depending on experience)

A full driving licence is required.

Description of role:

As Product Manager, you will work with our customers and internal teams to set the strategic context for our VoiceMan products and to develop new product ideas based on your industry experience and your contact with our customers and representatives from relevant market sectors. You must possess a blend of business and technical savvy; a big-picture vision, and the drive to make that vision a reality. You must enjoy spending time engaging with customers, markets and internal teams to understand and shape the full breadth of Voiteq's proposition. You will also be responsible for investigating potential new markets for our products and readying the product set for market exploitation.

Main duties:

Product Strategy

- To create, gain agreement for and implement product strategies for the VoiceMan suite of products and target markets to secure long term profitable growth and the achievement of revenue and profit targets
- Own the product roadmap for the VoiceMan product suite developed with a focus on customer expectation as well as market research, competitive analysis and benchmarking to help define new functions and features
- Identify and qualify new market opportunities and develop new product roadmaps to address their needs
- Identify and cultivate appropriate potential new partners that can best complement Voiteq's business and ensure future growth in parallel or new markets, evaluate market trends and competitor offerings and search for new opportunities/partnerships, including the recommendation of potential acquisition targets

Product Development

- Track technology trends and validate product requirements and specifications in collaboration with colleagues, lead customers and channel partners
- Define and manage vehicles for collecting customer feedback, including Customer Advisory Boards and focus groups.
- Gather data on new product ideas and evaluate them for financial and market potential.
- Work with product development on new products and current product enhancements ensuring achievement of strategic revenue objectives.
- Define product specifications using high-level wireframes, flow diagrams and clear and consistent user stories with any acceptance criteria or supporting documentation supplied.
- Play a lead role in the product lifecycle by breaking down product requirements into user stories, participating in development sprints and taking the product/project to market launch

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- Support product development in resolving functional questions throughout the development effort.

Product Launch

- Lead introduction of products into new and existing markets to agreed timescales and customer satisfaction targets
- In conjunction with Sales and Marketing develop and implement pricing strategies, core product messaging and positioning and programs supporting the global customer base
- Work with and train the Marketing and Sales teams to help develop product collateral, demos and training courses for product launches/product line enhancements.

Product Operation

- Provide product life-cycle management for the in-life product portfolio, for successful management of products against approved business plans, and for management of End-of-Life.
- Measure product performance after a new feature is implemented
- Analyse and report on the performance of features in production, reflecting on successes and identifying areas for continuous improvement.

Product Leadership

- Lead the cross-functional product team – consisting of Software Engineering, Solutions, Marketing, Pre-Sales, Customer Services and Technical Services to ensure whole-product readiness.
- Provide best practice leadership to all of Voiteq in Product Management helping to promote and engender good product development and disciplines.

Skills and competencies required:

Essential

- Proven strategic and commercial experience in a product management / product development role with a forward thinking technology company
- Proven track record of successful new product development using formal methodologies working with an Agile Technology Team, preferably using Scrum
- Sound understanding and practical experience of modern technology stacks, application development methodologies and hosting infrastructures including cloud and on-premise.
- Experience of developing and implementing go to market strategies for software products in addition to core product development experience.
- Experience of strongly influencing product strategy at Board level
- Ability to continuously prioritise development based on business value
- Ability to create and foster consensus from the whole business for a coherent product vision that helps align sales, development, delivery and service teams

Desirable

- Experience of the Logistics, Warehousing or similar distribution sectors and the use of technology therein
- Experience of Voice technology solutions and their benefits
- Software product internationalisation

Qualifications:

- Preferably educated to degree level, or equivalent.