POSITION DESCRIPTION | PRODUCT MANAGER

NOTE: This is a <u>fictitious</u> position description created with the purpose of demonstrating, at a generic level, the types of things you can include in your position description. You should customise this as it suits the specific requirements for your business.

If you require further support, book in an implementation session with a 'People' Vision Partner, or reach out to wow@the-entourage.com.au

Date: DD/MM/YYYY
Review Date: DD/MM/YYYY

POSITION OVERVIEW

Role Title: Product Manager
Employment Type: Full-time
Salary Package Details: $X
Location: Sydney

POSITION SUMMARY

The Product Development Manager plays a vital role in helping The Entourage deliver word class education. The Product Development Manager is responsible for scoping, developing and launching new education offerings that enable entrepreneurs to build great businesses and make their mark on the world.

TEAM AND REPORTING STRUCTURE

Reports to the General Manager.
No direct reports.

KEY RELATIONSHIPS

Stakeholder	Frequency	What?
General Manager	Weekly	Accountable to the General Manager, escalate risks/issues and provide updates on products and projects.
Leadership team	Weekly	Communicate with and update in leadership meetings and ad hoc to ensure collaboration across business functions. Strategise product ideas and gain 'buy in' when required,
Sales team	As required	Closely work together when rolling out new products, including running product training on the new product. Meet to discuss feedback from customers on product progress, feedback and improvements.
Marketing team	As required	Closely work together when rolling out new products, including briefing sessions on the new product in order to create marketing assets. Meet to discuss feedback from customers on product progress, feedback and improvements.

RESPONSIBILITIES AND DUTIES

- Take strategic direction from senior management and brainstorm how this will translate into new product opportunities
- Present options for new products to senior management and assist in the selection of what should be brought to market

- Create and manage the product development roadmap
- Estimate technical feasibility, design needs and potential production issues to calculate the cost and resource requirements each project
- Assemble all project resources required to create new educational products and resource
- Develop, test and improve new products and resources
- Manage project budget and prepare financial analysis reports and forecasts for senior management
- Manage development resources in order to achieve development and launch targets
- Gain input and feedback from users and subject matter experts
- Work with the Marketing team to develop and implement a product launch campaign
- Ensure that marketing campaigns/strategies match product specifications
- Develop and implement updates or new features based on customer feedback
- Ensure that educational products represent the brand image of The Entourage and meet customer expectations for quality and function.

SCOPE AND LIMITS IN AUTHORITY

- General Manager will approve any major project and product ideas before execution, including the budget requirements, allocation and timeline
- Product Manager has decision-making authority over the operational execution of deliverables, escalating to the General Manager on any complex and high risk decisions.

KEY COMPETENCIES

Competency	Proficiency		
Product ideation, development and evaluation	Beginner	Intermediate	Advanced
Problem solving and decision-making skills	Beginner	Intermediate	Advanced
Technology management	Beginner	Intermediate	Advanced
Project management, including managing project resources	Beginner	Intermediate	Advanced
Requirements analysis	Beginner	Intermediate	Advanced
Understanding customer and market needs	Beginner	Intermediate	Advanced
Planning and strategic thinking	Beginner	Intermediate	Advanced
Data collection and analysis	Beginner	Intermediate	Advanced
Design skills	Beginner	Intermediate	Advanced
Collaborative attitude	Beginner	Intermediate	Advanced
Alignment with business values	Beginner	Intermediate	Advanced

In addition to the above, this role also requires the ability to;

- Maintain a positive approach to business using appropriate conduct and a responsible and professional manner consistent with the standards expected by The Entourage and its clients at all times. This also includes maintaining a professional and businesslike standard of personal presentation.
- The Entourage is an Equal Employment Opportunity Employer and is committed to ensuring a workplace free of discrimination and harassment. This commitment is based on the need to ensure our company complies with Equal Opportunity laws. Ensuring that discrimination and harassment does

not occur in the workplace is the responsibility of all employees.

- The responsibility of Occupational Health and Safety in the workplace lies with all employees. This includes conducting yourself in a safe manner and not putting yourself and others at risk, as well as complying with the company's requirements in relation to OH&S. All employees also have a duty to ensure that additional company policies are observed and practiced.
- Follow/adhere to all lawful and reasonable instructions and requests as directed by your Manager or delegate. This includes upholding policies and procedures set by The Entourage.

QUALIFICATIONS

Tertiary qualification in Business or similar (Masters level seen favourably but not essential).

KEY PERFORMANCE INDICATORS AND PERFORMANCE

Key performance indicators are set monthly and will differ depending on business needs. These indicators will often be focused around the successful development and launch of products on time and budget, as well as user uptake and retention after the launch of new products. However, the indicators won't be limited to this and will vary depending on the needs within the role.

Performance is measured by;
- Monthly vitals with direct manager
- Bi-annual culture review
- Annual performance review.

There may be reasonable duties in addition to those listed in this position description.

I have read and understand all of the above.

_____
Signature

_____
Print Name

_____
Date

_____
Witness Signature

_____
Print Name

_____
Date