

## **Manager, Product (PR1MA Communications)**

### **Responsibilities:**

- Identify market demand, assess competitive landscape and lead in the formulation of products and services for PR1MA Communications including product pricing, marketing positioning, business justification and go-to-market strategy in order to drive customer take up and achieve revenue targets
- Lead the formulation of PR1MA Communications' product and services portfolio across different customer segments (i.e. residential, commercial, service providers, content providers and government agencies) to support the organisation's aspirations
- Recommends the nature and scope of present and future product lines offered by PR1MA Communications by reviewing product specifications and requirements and assessing market readiness to ensure that products/services offered meet customers' needs
- Manage the end-to-end product and services life-cycle from strategic planning to tactical activities to achieve subscribers and revenue targets
- Assess and determine potential external partners and vendors that can meet PR1MA Communications' product and services specifications and requirements.
- Provides information to top management by preparing short-term and long-term product sales forecasts and special reports and analyses as required.
- Provide coaching and mentoring of staff, and monitor talent management capabilities within the function

### **Requirements:**

- Bachelor's Degree in Management/ Business/ Operations or equivalent.
- Minimum 5-10 years experience in product management with strong business acumen and understanding of PR1MA Communications operating landscape.
- Strong written and verbal communication skills.
- Professional working attitude, team player and ability to meet deadlines.
- Good interpersonal, communication, analytical and report writing skills.
- Proven achievement in prior employment.