

Position Description

Role Overview	
Position Title:	Product Manager
Reports To:	Head of Growth
Location:	Christchurch
Date:	September 2021

Why Enable?

As a locally owned business, we aim to reflect the wider diverse community that we serve. At Enable, inclusion and diversity are at the centre of what we do, and one of our four core values is to ‘Show the Love’. It determines the way we think, who we employ and how we work together and with our community. We encourage our people to bring their authentic selves to work, creating a safe, inclusive and innovative environment for our people and our customers.

Enable would be nothing without the passion our people have for the work we do. We believe in empowering our team and giving them the tools, they need to ‘Smash Boundaries’ and create new outcomes that delight our customers. So, why would you want to become an Enable person? We’re working on some great initiatives for our community, but we also look after our people too.

Enable is a living wage employer and offers a benefits package including a fibre broadband allowance, wellbeing and sustainability allowance and an extra day off per year to attend volunteer days, for your birthday or just to relax! We believe our people do their best work where, when and how it suits them, so our flexible working arrangements are as flexible as they can get.

Alongside our owners, the Christchurch City Council, we are committed to being net carbon neutral in our operations by 2030. We also want to operate our business in a sustainable way so future generations can continue to thrive. Our office is rated a green star 5 and we’re investing in smarter tools and systems to reduce our waste and resource consumption.

We enjoy every moment that we spend **‘Connecting our Community with Unlimited Opportunity’**.

Enable Fibre broadband allows people to connect like never before, and here at Enable we don’t just believe in connecting people with the world online – we believe in connecting with the people of our community. We are committed to helping make Christchurch a better place for our community to connect, live, work and do business. We strive to be customer-led, understanding the unique needs of our customers and wider community, ‘keeping it simple and fresh’, and working together to deliver experiences that delight, and build trust – after all, here at Enable we ‘own the experience’.



Purpose of this Role

The key purpose of this role is to lead product planning and successful implementation of projects within the product strategy. This includes managing the product throughout the product Lifecycle, gathering and prioritising product and market requirements, defining the product vision, and working closely with other departments to deliver market-led products.

You will own aspects of the product strategy execution, product development and lead projects across the business in relation to execution while continuously managing our product performance against forecast and latest market intelligence to ensure:

- New product development generating business growth and community value
- New product development generating community and CCC/CCHL benefits
- Providing product solutions to meet market-led opportunities
- Product commercials are managed

Key Relationships		
Within Enable:	<ul style="list-style-type: none"> → Commercial team → Head of Strategic Marketing → Head of Sales → Finance → Legal → Operations → Customer Care → Business and Technology Innovation → Senior Leadership Team 	
Major External Contacts:	<ul style="list-style-type: none"> → Industry groups → Suppliers → Chorus and the LFCs → RSP as requested by AMs 	
Key Dimensions of Role		
Number of Reports:	→ Nil	
Expenditure Authority:	→ As per the DFA Policy	
Other: (e.g. Sales Revenue / Margin Target / Volume Indicators etc.)	→ Nil	
Decision Making Authority		
Recommendations Expected:	<ul style="list-style-type: none"> → New products and pricing to Head of Growth, Head of Strategic Marketing, CCO and CEO → Endorsement of changes to product strategy and documentation 	
Key Responsibilities		
Business Outcome:	Key Responsibilities:	KPI:
Product strategy maximising growth, revenue and social good outcomes	<ul style="list-style-type: none"> → Regularly evaluate and recommend changes to the product strategy → Interpret market intelligence to determine competitive and market-led product strategy → Execute product strategy roadmap as agreed → Own product generation or removal including changes to supporting systems and processes 	<ul style="list-style-type: none"> → Product roadmap executed → Revenues meet business plan → Product mix supports business plan strategy → Good product performance measures

	<ul style="list-style-type: none"> → Product alignment with RSP and industry expectations noting differences in Enable’s strategy → Generate new products supporting Enable’s strategic initiatives including Social good, community and future business streams working closely with the customer → Support the BIS team on product related systems development, improvement and changes 	
General Activities	<ul style="list-style-type: none"> → Own product documentation in conjunction with Legal. → Work closely with BIS and Technology teams to support management of product resources, and changes in core network. → Engage with Chorus and other Local Fibre Companies to align product where possible and to gather intelligence on new opportunities. → Inform the wide organisation on product changes and assist with training development if required → Represent Enable at the Product Forum as required 	<ul style="list-style-type: none"> → Good internal and external engagement and customer satisfaction → Well organised process and documentation around product
Project Management	<ul style="list-style-type: none"> → Effectively represent the Product Management role within business projects by: <ul style="list-style-type: none"> ○ Championing the product requirements for market-led outcomes ○ Aligning product outcomes with commercial viability and customer insights → Resolving technical, process and relationship issues as and when required 	<ul style="list-style-type: none"> → On time, on budget execution of initiatives

This position description is not intended to be a complete or limiting description of the functions that may reasonably be requested to undertake.

Key Challenges for the Position	<ul style="list-style-type: none"> → Establish and maintain execution of a product strategy that achieves Enable business plan and engages the wholesale market. → Beating competition from Fixed Wireless technology → Building CCC/CCHL/community value
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Other Relevant Information

Health, Safety and Wellness:	<ul style="list-style-type: none"> → Demonstrate a commitment to continually improving health, safety and wellness performance. → Allocate the necessary human and financial resources to achieve strategic goals.
Continuous Improvement:	<ul style="list-style-type: none"> → Seek out ways to continuously improve and own the experience by taking charge and making great happen. → Participate enthusiastically and positively in improvement initiatives.
Statutory / Compliance Responsibilities:	<ul style="list-style-type: none"> → Safeguard Enable from legal/reputation risk by complying with all relevant statutory, regulatory, contractual and legal requirements and standards. → Comply with all of Enable’s requirements and policies including the enforcement of internal controls and delegated authority rules. → Know and monitor compliance and advise the CEO and General Counsel on any risk and ensure agreed mitigation plans are in place and actioned.

<p>Diversity & Inclusion</p>	<ul style="list-style-type: none"> → Foster a culture that embraces diversity, capability, inclusion and trust for Our People and community. → Each one of our Enable People bring with them a diverse set of perspectives, work and life experiences, as well as religious and cultural differences. The power of diversity can only be unleashed, and its benefits reaped when we recognise these differences and respect and value each other irrelevant of our backgrounds. → Challenge your thinking and biases with others who will have different experiences and opinions, to drive more robust and collaborative outcomes → Our Enable People work in diverse teams, making for a safe, inclusive and innovative environment.
<p>Person Specification</p>	
<p>Formal Education</p>	<ul style="list-style-type: none"> → Relevant tertiary and/or business qualifications
<p>Specialist Training and Experience</p>	<ul style="list-style-type: none"> → At least 10 years' experience in Product Management across the telecommunications industry or related industry
<p>Specific Knowledge, Skills and Attributes</p>	<ul style="list-style-type: none"> → Systems and process development to support product → Strong written and verbal communications skills → Ability to co-ordinate projects across business departments → Ability to understand and manage technical products → Strategic product planning and lifecycle management capability