

# Role Description

## Product Manager

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<b>Role</b>	Product Manager
<b>Team</b>	Operations
<b>Line Manger</b>	COO
<b>Date</b>	15 <sup>th</sup> October 2018
<b>Full/Part Time</b>	Full-time
<b>Salary</b>	£80,000 (plus bonus)

### Role Description

We are radically expanding our team to take advantage of the massive opportunity being presented by Direct Carrier Billing (DCB). As the largest technology businesses on the planet (Google, Apple, Amazon, Netflix and Spotify) enter the market, we need a dynamic, accomplished Product Manager with a proven track record in a similar start-up environment who is capable of independently defining and delivering a complete product strategy for an exciting SaaS payments platform with a global footprint.

If you are a creative Product Manager that wants to make a seismic difference to a business by revolutionising and expanding its product offering, has a collaborative approach to working, is adaptable and relishes owning complex problems in a dynamic and challenging (but very enjoyable) working environment then this could be the ideal role for you.

The perfect candidate will be interested in driving forward this business through the introduction of an innovative, cohesive product strategy that encompasses everything from pricing to the consumer payments and a compelling toolset for brands and carriers that want to link to the platform. As examples, key initiatives that require immediate attention include the automation of our onboarding experience for brands, improving our proprietary CRM tool and managing the introduction of a world-class UX for consumers that can be rolled out across our portfolio of carrier relationships in the UK, MENA and Eastern Asia.

The success of the business hinges on putting a compelling product offering forward that further capitalises upon the reach, conversion and security that DCB offers. The role of the Product Manager is therefore of fundamental importance to Infomedia. We are hoping to further expand the product team in the near future and so some leadership experience would also be an advantage.

More specifically, the Product Manager will: -

- Own all aspects of the Infomedia product offering;
  - Come up with new ideas to revolutionise the Infomedia product offering and maximise the growth of the business;
  - Undertake competitor analysis;
  - Liaise with Marketing and Sales to obtain customer input and feedback on the product offering;
  - Set a product strategy and product roadmap and be accountable for its delivery;
  - Personally define world-leading functional enhancements across all aspects of the Infomedia market offering, spanning the consumer payments experience, partner onboarding, CRM, reporting and business intelligence;
  - Work with Marketing to ensure that the product offering is defined in terms that resonate with prospective clients;
  - Work with engineering to make sure that projects are delivered efficiently and with a high level of quality;
  - Ensure that the product and technology roadmaps remain in lock-step; and
  - Manage pricing to ensure that profitability is maximised;
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## Cultural Attributes, Knowledge & Skills

### Cultural Attributes:

- **Coachable:** Self-aware, able to identify areas of potential development and put strategies in place to address them to further their professional and personal development. This will include a process of continual evaluation of performance and a plan to address the development needs that arise, including the commitment of own time and resources where necessary.
- **Accountable:** Ensures that every issue has an owner. Define and clearly communicate the resolution path for the issue, bring in other members of the team to contribute when necessary and relentless in ensuring completion. All stakeholders are kept informed throughout the resolution process and, where applicable, the issue is reviewed to try to prevent recurrence and make the resolution of further issues as efficient as possible.
- **Collaborative/Team Player:** Prioritises the success of the team over own individual achievement and recognition. Likes to solve problems through working with a team and want to actively contribute to the development of other employees, as well as to learn from them.
- **Positive and Enthusiastic:** Optimistic outlook and a 'glass half full' approach at all times. Able to draw out positive outcomes, even from what seems to be a negative situation and motivate others to do the same.
- **Adaptable/Flexible:** Readily accept that change is a part of working life and quick to adjust their plans when factors dictate this, even if considerable effort has been expended and/or they are emotionally invested in the previous direction. The immediate response to a change of plan is to work with colleagues to look for new opportunities and incorporate these into the revised direction that is set, communicating clearly at all times about the change, its impact, the options available and the new course of action. Will take a principal role at all times in leading the team to successfully deliver the revised objectives.
- **Hard Working:** Gets satisfaction from committing to achieve the most they can in each working day. When necessary, will work tirelessly to hit the deadlines that they have been set, both for objectives that they own and also in contribution to those owned by others.

### Knowledge and Experience:

- Proven ability to define and manage an innovative product offering to deliver exceptional results in terms of revenue growth and profitability;
- Conversant with the global consumer mobile payments market;
- Working knowledge in the enhancement of CRM tools and operational customer services environments;
- Experience of improving and automating client integration and provisioning processes;
- Background in mobile UX design;
- Understanding of pricing strategies and their implementation; and
- Experience of working in small and/or entrepreneurial businesses.

### Skills:

- Product strategy and roadmap definition;
  - Product and process design;
  - UX design;
  - Requirements definition;
  - Competitor analysis;
  - Educated to degree level;
  - Highly developed written and spoken communication skills; and
  - Numerate, with the ability to construct complex analysis.
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**Infomedia**

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### Company Description

Infomedia is an exciting Fintech business that applies micro payments to consumer's mobile phone accounts on behalf of brands, using a technology called Direct Carrier Billing (DCB). The company appeared in both the Sunday Times TechTrack 100 and the Deloitte Fast 500 once in 2017.

Infomedia has a fully-managed service offering that allows brands and carriers to simply 'plug in and play' to start generating revenue from DCB. Services are typically live within weeks and generating a return on investment within a few months. Infomedia enables carriers to leverage their current billing system and relationship with the customer to increase ARPU (average revenue per user) and allows brands to monetise digital content in a way that is suited to growing consumer trends for frictionless payments, snacking content and the micro subscriptions.

We currently operate in Europe and the Middle East and are expanding into the Far East and Africa. At the same time, Infomedia is committed to driving quality in the market and working with regulators to create a more modern compliance framework that allows brands and carriers to benefit from the demand for frictionless mobile payments whilst safeguarding consumers.

[www.infomedia.co.uk](http://www.infomedia.co.uk)

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