



Role Title: Product Manager

Reports To: Head of Product / Director

Location: Randburg, Johannesburg

Job level: Mid

### Company Profile

RND Labs is a young company with mobile innovation at its heart. We pioneered WAP and USSD dating products in Africa. Our growth over the years has seen our architecture evolve into SOA and Micro services.

Today our development skills in building cloud native API services has evolved into some truly exciting new verticals with SaaS product offerings in Direct Carrier Billing, Automated in-house System Monitoring, an Identity Extraction and Verification API and an App based malware detection and removal tool for Android devices.

Visit [www.rndlabs.co.za](http://www.rndlabs.co.za) for the full company profile.

We are looking for talented individuals to assist us on our existing chat and dating products and on two exciting new projects:

#### Machine Vision

This new platform will enable 3rd parties to automate customer registration, identification and verification using leading capabilities like OCR, facial liveness detection and face matching to name a few. We are looking for engineers and developers who have a passion for pioneering new technology and enjoy problem solving.

[www.machinevision.co.za](http://www.machinevision.co.za)

#### Guardian

A service to combat mobile phone fraud by offering real-time detection and removal of bots on mobile phones that attempt to auto-subscribe users to services. There is no product on the market that offers an on device solution to this problem.

[www.theguardianapp.co.za](http://www.theguardianapp.co.za)

#### Perks:

- ✓ Monthly Messages
- ✓ Flexible Work Hours
- ✓ No Dress Code
- ✓ Work from home by arrangement
- ✓ 24 hour Cereal bar
- ✓ Amazing coffee
- ✓ Paid for online courses and up-skilling
- ✓ Offices include: Restaurants, Doctor, Dentist, Spar, Woolies, Chemist, Westpack and more!



## Role Purpose

Input, delivery and execution of RND Labs product portfolio strategies in South Africa and abroad (primarily Africa).

Responsibilities include partner / affiliate management, roadmap development, portfolio planning; full proposition development and full lifecycle management, tactical and long term market execution, budget management and overall customer management.

## Role Accountabilities

### P&L responsibility for product portfolio

- Accountable for growth in revenues (i.e. customer numbers, ARPS), and margins incl. cost elements of transactions, acquisition (CPA) and retention costs
- Development and execution of new value propositions for new market deployments
- Monitoring performance of product portfolio in all deployed markets
- Drive commercial actions to meet or outperform budget and/or targets

### Strategy

- Contribute and deliver against the product strategy in support of company strategy and commercial objectives with focus on customer.
- Align initiatives, campaigns and product plans with company strategic themes, differentiation strategy, brand and commercial priorities
- Define and drive business requirements for new markets and new market deployments
- Develop a deep understanding of mobile value-added services that will enable the company to grow new customer communities and deepen market penetration
- Create yearly proposition plans including acquisition, lifecycle management, proposition, pricing and improving customer experience initiatives
- Drive cross-functional team execution and take to market of plans for product portfolio to deliver our revenue targets
- Drive development and manage lifecycle of product portfolio
- Increase value of the customer base (ARPS)
- Design and execute customer acquisition campaigns to achieve acquisition objectives

### Proposition development / management

- Work with a cross functional team to develop appropriate pricing strategies, tactics and propositions for new market deployments.
- Support local and other market management reviews with quality inputs
- Manage post-implementation reviews and recommend actions based on proposition performance
- Drive business decisions in product portfolio

### Leadership

- Display strong leadership and interpersonal qualities to create an aligned, motivated and high performing virtual team

- Champion a customer orientated culture in the product function where people work together to benefit our customers
- Support company objectives

#### **Cross-functional teamwork**

- Work closely with the design, finance, development, customer care, QA and marketing support teams to reach company objectives in an aligned way

### **Typical Outputs and Behavioural Traits**

#### **Typical Outputs**

- Annual / Quarterly Plans
- Annual / Monthly performance reports
- Product lifecycle management and reporting
- Product specification documentation
- Acquisition Planning and Management
- Budgeting
- Proposition development and execution
- Roadmap planning and execution

#### **Behavioural Traits**

- Delivering Results and Meeting Customer Expectations
- Presenting and Communicating Information
- Entrepreneurial and Commercial Thinking
- Coping with Pressures and Setbacks
- Adapting and Responding to Change
- Leading and Supervising
- Planning and Organising
- Analysing
- Creating and Innovating
- Persuading and Influencing
- Deciding and Initiating Action
- Adhering to Principles and Values
- Working with People
- Achieving Personal Work Goals and Objectives
- Applying Expertise and Technology
- Relating and Networking
- Formulating Strategies and Concepts
- Learning and Researching

### Expertise: Technical / Professional

- Mobile / VAS experience preferred
- B2B and B2C proposition development experience preferred
- Strong customer insights and customer focus
- Proposition development and execution
- Pricing and costing
- Strong collaboration and inter-personal skills
- Strong commercial acumen essential
- Innovation
  
- Matric essential AND
- Completed relevant 3 year qualification essential AND
- Relevant 3 years' experience in a commercial environment
  - Minimum 1 year product development experience
  - Minimum 2 years product management experience

OR

- Matric essential plus relevant certificate/courses
- Relevant 6 years' experience in a commercial environment
  - Minimum 1 year product development experience
  - Minimum 3 years product management experience

### Salary

20K - 40K p/m dependent on level of experience



## Hiring Process

1. Phone Interview (5-10 mins)
2. Complete an online questionnaire (15-30 mins)
3. Face to Face interview with the team at our offices (1 hour)

If interested please email your CV and a short cover note to [careers@rndlabs.co.za](mailto:careers@rndlabs.co.za)