



LOCATION	: Port Moresby	
POSITION TITLE	: Product, VAS and CVM Manager	
Number of Positions	: 1	
Function	: Marketing Development	Experience (in years) : 10-12 Yrs
Sub Function	: Products and propositions	
Role purpose : As a Product Manager you will be responsible for end to end implementation of Voice ,VAS , data products & working with third party vendors to host content , decide pricing , Go to market approach & induce usage behavior		
Key Responsibilities of the Position:		
<u>Product and proposition strategy :</u>		
<ul style="list-style-type: none">• Lead cross-functional product management of consumer & business products in PnG market.• Formulate price plans & device acquisition strategy to deliver key commercial objectives, and all quality KPIs• Create VAS roadmap & initiate contract negotiation with thirds party vendor• Establish Data and VAS as a key product differentiator in local telecom market		
<u>Go to Market approach & implementation :</u>		
<ul style="list-style-type: none">• Create an integrated product launch program working on , pricing , ATL & BTL promotions to increase penetration of SIM cards• Work closely with Brand team, Sales and Distribution team for consumer & business segment to drive acquisitions and market share• Work on consumer insights through FGDs , market research , market visits and understand customer needs• Work with local technical & IT team to configure products and decide charging mechanism• Develop pricing and bundling plans for incremental revenue• Run promotions through SMS , USSD , Telesales & OBD to increase subscriptions and induce usage• Identify vendors for hosting content and work on innovative pricing models with vendors to secure margins for Vodafone operations		



Position Status : Budgeted		Position reports to: CMO
Source : Expat		
Qualification(s)	Essential Graduate, MBA in Marketing.	Desirable
Key skills: <ul style="list-style-type: none"> • Project Management: Owns the project definition, perform risk, management of milestones, coordinate all activities with the vendor and testing companies, generate the reports • Excellent interpersonal skills and the ability to work in a multi-cultural environment • Ability to think strategically: big picture, future thinking, anticipation • Collaborative approach, strong facilitation skills • Leadership and influencing skills • Stakeholder management skills • Strong communication and presentations skills 		
Benchmark Industries/ Companies : Telecom , Mobile devices , VAS providers		