

## Overview

As a Product Manager at BARDD, you will play a key role supporting and guiding organisations to success in transformation, cultural change and complex delivery. You will manage the full product life cycle to ensure that customer/user needs are met and that financial and other targets are achieved. You will select, adopt and adapt appropriate product development methods, tools, and techniques. Along with analysing market and user research, feedback, expert opinion and usage data to understand needs and opportunities. You will prioritise product and service requirements, develop product roadmaps and own the product backlog. You will collaborate with cross-functional teams, including engineering, design, marketing, and sales, to ensure the product's vision is realised and aligns with the client's goals.

## Key Functions

- Develop and articulate a clear product vision and strategy based on market analysis, customer feedback, and business objectives. Collaborate with stakeholders to create a roadmap that outlines the product's short-term and long-term goals
- Conduct thorough market research to identify industry trends, competitive landscape, and customer needs. Utilise this data to inform product decisions, identify gaps, and discover opportunities for growth
- Work closely with the engineering and design teams to plan, prioritise, and execute the product roadmap. Ensure timely delivery of high-quality products that meet customer expectations
- Champion a user-centric approach, ensuring that product features and design are intuitive, engaging, and aligned with user needs. Gather user feedback and conduct usability testing to continuously improve the product
- Collaborate effectively with cross-functional teams, including engineering, design, marketing, and sales. Keep stakeholders informed about product development progress, potential risks, and opportunities
- Develop go-to-market strategies for product launches. Coordinate with marketing and sales teams to create compelling product messaging, positioning, and promotional materials
- Track product performance metrics, conduct post-launch analysis, and gather user feedback to make data-driven decisions for future iterations and improvements
- Stay informed about industry trends and competitors' products to maintain a competitive edge and ensure our offerings meet or exceed market standards
- Be responsible for managing the product budget, ensuring that resources are allocated efficiently to achieve business objectives

## Competencies

- Proven experience as a Product Manager or similar role in product development, preferably in the technology or software industry
- Strong understanding of product development methodologies, agile frameworks, and project management principles
- Demonstrated ability to translate market insights and customer feedback into actionable product strategies
- Excellent communication and interpersonal skills, with the ability to influence and collaborate effectively with diverse teams
- Analytical mindset with a data-driven approach to decision-making
- Experience in defining and analysing product metrics and KPIs
- Proven track record of successfully launching and managing products throughout their lifecycle
- Ability to thrive in a fast-paced, dynamic environment and handle multiple projects simultaneously
- Passion for technology and a deep understanding of industry trends and innovations