



# Zen Internet Role Specification

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**JOB ROLE: Senior Product Manager – Cloud, Hosting & Security**

**REPORTS TO: Head of Product & Marketing**

This is an exciting opportunity to join one of the UK's leading Internet Service Providers where you will be responsible for defining, developing and managing Zen's hosted service portfolio which includes Cloud, Security and Hosting.

As Senior Product Manager you will manage a team which collectively owns all aspects of the conception, creation and implementation of the portfolio.

The ideal candidate will be highly strategic, with the ability to connect market and customer demands to Zen's technology and operational capability. With highly refined commercial skills, you will work closely with the sales and marketing teams to drive volume and value from specific markets, ensuring that competitor insight, customer and market needs are at the top of the agenda.

You will be able to manage, motivate and develop a team of Product Managers, consistently challenging them and facilitating the delivery of their key initiatives in a complex organisation.

This is a challenging and demanding role offering the right candidate the opportunity to drive to this growing area of Zen's business, work closely with senior management and help shape the future of Zen's hosted services business.

## **Key Responsibilities**

- Own the business plan for Zen's hosted services including; market and competitor analysis, product roadmap, pricing & launch strategies, financial projections and recommendations and actions for improvement
- Lead and deliver hosting product strategy, steering the direction of the requirements for new products and services, product improvements, etc. Ensure product strategy is market and not resource driven
- Identify new business opportunities within the market segment (range extension, new product/service offerings, new channels to market, third party alliances, etc.) and develop business proposals for these opportunities
- Manage, develop and lead a team of product managers as well as a cross functional virtual team.
- Identify opportunities to generate increased sales volume, via focused marketing activity
- Drive timely and effective product implementation from both an internal and external customer perspective
- Monitor product performance on a monthly basis taking corrective action (e.g. pricing review, promotional program, analysis of sales) if product is under performing
- Work with engineering, systems design and support teams to ensure that current and planned products are achievable and delivered to market according to the agreed specification
- Manage product marketing activity, developing quarterly plans to build Zen's profile in each segment and maximise sales opportunities
- Developing close working relationship with internal stakeholders and third party vendors

- Provide strategic and financial input and direction to the company's annual business planning
- Keep abreast of latest product and service developments within the industry

### **Skills**

- Strong team management skills
- Ability to think strategically whilst achieving results in immediate area of responsibility
- Excellent communicator able to communicate at all levels and adopt a flexible & consultative approach
- Commercially astute
- Strong analytical and data manipulation skills
- Strong influencing & negotiation skills
- The ability to adapt to a changing business and market place
- Ability think creatively and exploit business opportunities
- Methodical and detail conscious