



Role Description

Subtitle:	Associate Product Manager
Version:	230118
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Owner:	Director of Core Markets

1. Overview

The Associate Product Manager will play a key role in maintaining OXTS' existing product portfolio and identifying and profitably meeting underserved market needs with new propositions. Working with the Product Manager and wider Commercial team, the Associate Product Manager will support the development of value propositions and accompanying go-to-market strategy to ensure new product introductions achieve the Company's financial objectives.

2. Duties and responsibilities

2.1. Developing New Value Propositions

- Contribute to, and gather feedback on, product concepts to rapidly determine their real-win-worth.
- Contribute to requirements for, and rapidly gather feedback on, prototypes to determine specific, accurate go-to-market strategy (product, pricing, distribution, promotion).
- Own Commercial documentation of product requirements, business cases, go-to-market strategies, and project tracking.
- Support validation of go-to-market strategy prior to product rollout.
- Participate in planning and execution of product rollout with both internal and external stakeholders to ensure seamless product introductions, including direct customers and channel partners.
- Facilitate smooth introduction of new products into operations processes.

2.2. Maintaining Existing Value Propositions

- Support Product Manager to create and maintain a prioritised product backlog for software products and other existing products.
- Maintain pricelists and part numbers.
- Frequently attend trade shows, exhibitions, and customer visits to gain market insight, research competitors and collect customer feedback.
- Be a subject matter expert on value propositions to support Marketing Executives, Channel Partners, and other internal and external stakeholders.
- Act as Commercial point of contact for change requests and other questions from other internal departments.
- Support Commercial Managers and Sales Operations with product queries with the support of Product Engineers.
- Support Operations to forecast stock levels, process changes to existing bill of materials and manage end of life.

2.3. Other

- Proactively identify ways that OxTS can more accurately and/or more readily identify and meet customer requirements profitably.
- Other duties as required.

3. Revision History

Revision	Changes
230117	Document Created
230118	Document Amended