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## JOB DESCRIPTION – PRODUCT MANAGER

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**Job Title:** Product Manager

**Department:** Product Development (R&D)

**Reports To:** Head of Product Development

### Job Overview

As a Product Manager at Trendie, you will play a pivotal role in overseeing the entire product lifecycle—from initial concept and design through to market introduction and post-launch analysis. You will collaborate with cross-functional teams, including marketing, design, engineering, and sales, to ensure each product not only meets customer needs but also aligns with Trendie’s strategic goals and market vision. This role requires a balance of creativity, analytical thinking, and leadership, driving product innovation while ensuring our product portfolio remains competitive and aligned with evolving industry trends.

### Key Responsibilities

- **Product Roadmap Management:** Develop and maintain a strategic product roadmap, ensuring alignment with organisational objectives, market demand, and customer needs. Continuously refine the roadmap based on performance metrics and evolving market conditions.
- **Cross-Functional Collaboration:** Lead collaborative efforts across marketing, design, engineering, and other departments to define comprehensive product requirements. Ensure all stakeholders are aligned, and product specifications meet business, technical, and market criteria.
- **Product Development Leadership:** Oversee all phases of the product development process, from ideation to commercialisation. Ensure timely, high-quality product releases, managing risk, and mitigating delays.
- **Market Research and Analysis:** Conduct ongoing market research to analyse consumer behaviour, competitor products, and industry trends. Use these insights to inform product innovation, improvement opportunities, and market positioning.

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- **Performance Monitoring:** Utilise data analytics to track product performance against key success metrics such as profitability, customer satisfaction, and market share. Provide insights for continuous product optimisation.
- **Go-to-Market Strategy:** Collaborate with the marketing and sales teams to develop robust go-to-market strategies. Oversee product launch planning, ensuring successful execution in alignment with broader business objectives.
- **Lifecycle Management:** Manage the entire product lifecycle, including post-launch updates, feature enhancements, and the transition to end-of-life. Plan strategically for upgrades and ensure ongoing customer satisfaction.
- **Reporting and Communication:** Provide detailed, data-driven reports to senior management on product development progress, market reception, and future pipeline projects. Communicate effectively across all levels of the organisation.
- **Industry Awareness:** Maintain a deep understanding of industry developments, emerging technologies, and competitor offerings to ensure Trendie's product portfolio remains innovative and market-leading.

## Qualifications and Experience

- **Education:** Bachelor's degree in Business, Marketing, Engineering, or a related field. A Master's degree or specialised certification in product management would be advantageous.
- **Experience:** A minimum of 5 years of progressive experience in product management or a closely related discipline. Demonstrated expertise in leading cross-functional teams and managing complex product lifecycles is essential.
- **Product Development Knowledge:** Comprehensive understanding of product development processes, including Agile methodologies, design thinking, and user-centred design principles.
- **Cross-Functional Experience:** Proven ability to work effectively with diverse teams across departments, ensuring all aspects of product design and delivery are met with precision and in accordance with business objectives.
- **Technical Proficiency:** Strong familiarity with product management tools such as JIRA, Aha!, or similar, as well as proficiency in data analysis platforms to drive informed decision-making.

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## Skills and Competencies

- **Leadership:** Exceptional leadership and project management abilities, with a proven track record of guiding teams to successful product launches.
- **Analytical Skills:** Strong analytical and critical thinking capabilities, with a focus on leveraging data to inform product development, strategy, and decision-making.
- **Multitasking:** Ability to manage multiple products and competing priorities simultaneously, ensuring that all tasks are completed efficiently and to the highest standards.
- **Communication:** Excellent written and verbal communication skills, enabling effective collaboration with diverse teams and clear reporting to senior management.
- **Market Insight:** Expertise in market analysis, customer behaviour trends, and competitive positioning, enabling data-driven product development and marketing strategies.

## Working Conditions

This is a full-time position that may occasionally involve travel to meet with key stakeholders, attend industry events, or engage with customers. The role requires excellent organisational skills and the ability to manage multiple products within a fast-paced, dynamic environment.

## Key Performance Indicators (KPIs)

- **Product Success:** Monitor and evaluate product performance based on metrics such as revenue growth, market share, customer satisfaction, and product adoption rates.
- **Timeliness:** Ensure timely delivery of all product development milestones, from concept to launch, maintaining high standards of quality.
- **Market Strategy:** Measure the impact and effectiveness of go-to-market strategies, including customer engagement, sales performance, and overall brand positioning.
- **Innovation:** Track and evaluate the innovation levels of products in the portfolio, ensuring they remain competitive and forward-thinking.
- **Strategic Alignment:** Ensure all product developments align with Trendie's broader business goals and customer expectations, contributing to long-term success.



# Trendie

## **Company Values and Culture**

At Trendie, we are committed to fostering a culture of innovation, customer-centricity, and excellence. As a Product Manager, you will be a key driver of these values, ensuring that our products not only meet but exceed market expectations. You will have the opportunity to lead with creativity, integrity, and a deep sense of responsibility towards achieving business and customer success.

## **Career Path**

This role offers significant opportunities for career advancement within Trendie. Product Managers can progress to Senior Product Manager, Director of Product Management, or even Vice President of Product Development. Specialisation in areas such as product strategy, innovation, or market leadership are also potential career paths, supporting long-term professional growth.

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