



## Position Description

**Position Title:** General Manager – Product Development & Marketing

**Reports To:** Chief Executive Officer

**Date Updated:** October 2018

### OUR ORGANISATION:

MST Global, founded in 1989, provides communications, tracking, workflow and asset management solutions for the mining, tunnelling and resource sector. The solutions play a leading role in improving safety and productivity in the industry.

With a global reach across six continents, the company specialises in the design, development, manufacture, deployment and support of mission-critical solutions for voice & data communications; vehicle and personnel tracking; and safety solutions in underground and surface environments. A pioneering force within the mining industry, the company does business with over 300 mine sites worldwide, a mix of blue chip and mid-tier mining companies.

MST is a vertically integrated company incorporating hardware and software product development; assembly; direct sales; project management and deployment resulting in turn-key configurable solutions. The customer experience is further tailored using managed services to offer support and maintenance, remotely or on-site, over the life of the relationship.

**MST's vision** is to be the preferred global partner for mission-critical unified communications and asset management solutions in harsh industrial environments.

**MST's mission** is to improve productivity and safety by offering configurable communications and asset management solutions in mining, tunnelling and construction.

### PRIMARY JOB PURPOSE:

The Head of Product Management leads innovation for the company and is responsible for conceiving, defining, launching and promoting market-leading products and solutions that deliver on the company's strategy.

### KEY ACCOUNTABILITIES:

#### Safety

- Ensure safety compliance in all operations under your control.
- Ensure safety considerations are paramount in the operations under your control.
- Take the lead role in the promotion and management of safety, including participation in the monitoring of site safety, ensure completion of safety audits and a proactive approach to rectification exist within the business.

- Maintain a clean, safe, and unobstructed work area, practicing good safety habits, and utilise appropriate safety equipment.
- Understand WH&S responsibilities; observe and report any potentially unsafe or unhealthy work conditions.
- Ensure all employees take reasonable care of health and safety of others.

### **Strategy**

- Collaborate with the EMT on the company's growth strategy and define the product and solution strategy that fulfils the company's strategy.
- Review the product management team and function, and scope and implement any changes required to support the company's strategy.
- Ensure any changes meet the scale and skill requirements of the company's strategy.
- Ensure any changes include the flexibility to be agile and responsive to the demands required of a competitive company.
- Promote and be an advocate for the company's product strategy internally to enable consistent understanding of the company's product direction and futures.
- Promote and be an advocate for the company's product strategy externally to establish and strengthen the company's competitive position without revealing IP and/or diluting the company's competitive advantage.

### **Leadership**

- Proactively communicate and collaborate with key company stakeholders including the EMT, sales teams, business development, marketing and engineering on product and strategic issues.
- Provide day-to-day coaching and mentoring for product managers.
- Be part of driving a high-performance, highly accountable culture across the entire company.
- Lead by example with your direct reports and hold them accountable for quality performance management processes and outcomes.
- Help drive continuous improvement of processes within area of responsibility
- Conduct regular meetings with direct reports to ensure they meet their key deliverables, address operational issues and receive feedback on their tasks and performance (context, purpose, output quality and quantity, resources, time and completion).
- Conduct annual performance management and development meetings with team members and ensure other people manager in your teams meet this commitment.
- Follow through on the identification of team member learning and development needs with actions to allow them to perform their work to the standard required and to continuously improve.
- Develop succession plans for key positions and high performers.

### **Product Management and Regional Operations**

- Lead the company's innovation efforts to conceive and define market-leading products in support of the company's product strategy.
- Define functional and non-functional requirements for products in collaboration with engineering.
- Define the user experience design for products in collaboration with engineering.
- Oversee the product acceptance and handover to the regional business entities from R&D
- Work with Engineering to produce support documentation for internal regional teams

- Develop project justification and business cases for product offerings to ensure decisions that optimise company resources and potential.
- Proactively manage product lifecycle including end of life events.
- Lead development of Product Management process and procedures ensuring alignment with the overall MST innovation process
- Contribute to the definition of Innovation Projects and the related project plans in collaboration with engineering and other MST teams.

### **Sales and Customers**

- Regularly meet with customers to understand their requirements and needs as input into the company's product strategy and roadmaps.
- Meet with customers, business partners and industry/market players to promote the company's products and solutions.
- Provide oversight and guidance for leading edge solution proposals for the sales team.
- Conduct regular training and education of the sales teams to ensure their understanding of the company's product and solution portfolio.
- Develop and maintain sales training materials.

### **Engineering**

- Work with the head of engineering to define and implement effective processes and working relationships between engineering and product management teams.
- Work with engineering to prioritize life cycle and innovation activities.

### **Partners**

- Regularly meet with business partners to understand their requirements and needs as input into the company's product strategy and roadmaps.
- Meet with business partners players to promote the company's products and solutions.
- Work with business partners and the company's head of business development to source, review, integrate and promote appropriate third-party products and technologies for the company's solutions.
- Maintain technical and product relationships with technology partners.

### **Marketing**

- Be responsible for the company's product marketing, including product positioning, promotion, packaging and pricing.
- Be responsible for launching products into the market.
- Review the company's product marketing function and align it with the requirements of the company's growth strategy.
- Conduct and update regular market review and analysis to find the best opportunities for the company's products and to base product decisions on market conditions.
- Conduct and update regular competitor reviews and analyses to ensure the company maintains a strong competitive position.
- Work with Marketing on sales campaigns and general marketing tasks that require product input.
- Contribute to the company's product marketing and promotion through meetings and presentations and industry forums such as conference and trade shows.

## **KNOWLEDGE AND EXPERIENCE REQUIRED**

**Education/Credentials**

- Bachelor’s degree in a related field

**Experience**

- Extensive knowledge of the industry and strong business acumen.
- Ability to negotiate, persuade and influence prospective customers.
- Ability to translate strategy into deliverable actions and outcomes.
- Ability to lead and manage a functionally and culturally diverse team.
- Credible and highly effective at negotiating and influencing at all levels within the business.
- Knowledge and abilities in project management, continuous improvement processes, quality assurance.
- Knowledge and abilities in people management including performance management, employee engagement, remuneration reviews, training and development.
- Demonstrated ability to be proactive and effective in setting and delegating tasks with meeting deadlines.
- Ability to communicate with employees, at all levels, both verbal and written and with external professional advisors.
- Strong IT skills, including MS Office.
- Ability to work under pressure and to tight timetables.
- Ability to work autonomously and as part of a Global team.

**WORKING RELATIONSHIPS**

<b>Most Frequent Contacts:</b>	
CEO	The CEO provides high level global business strategic direction and approves the Regional Operational Plan for each region.
Executive Management Team (EMT)	Frequent contact with other EMT members to review results and lead the organization.
Regional Business Units and Shared Services Teams	Work with the business units to ensure that there are standardised systems and processed for deployment and to identify customer priorities