

JOB VACANCY

Job Title	PRODUCT MANAGER
Department	TECHNICAL MARKETING
Reporting to	CHIEF EXECUTIVE OFFICER
Work Type	FULL TIME
Location	PERTH, WESTERN AUSTRALIA

Key benefits

- Competitive salary and bonus
- Employee Options program participation
- Working with innovative, market-leading product in an excellent work environment

Overview

Mobilarm is the world leader in the design and manufacture of man overboard systems. The company has been protecting the lives and improving work place safety for both recreational and professional mariners since 2003, delivering a range of crew monitoring systems for use on vessels and in marine-based facilities, which generate automatic and immediate alerts in marine emergencies involving personnel.

Located in Perth Western Australia, one of the world's most livable cities, Mobilarm has received numerous local and international awards for its innovative safety products, including the prestigious Seatrade International Safety at Sea Award.

The Role

As the qualified Product Manager, you will work with a cross-functional team of Engineers, Operations and Marketing to define and maintain the company's man overboard safety products.

Being energetic and self-motivated, you will specifically drive the product lifecycle, including product vision, planning and positioning, market research, requirements gathering and prioritising, as well as managing the implementation, iteration and enhancements for both our wireless sensor system and VHF Position Indicator Radio Beacon (VPIRB).

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You will:

- Determine strategic direction for the products, congruent with executive goals for the company;
- Identify and analyze new product opportunities by driving competitive assessments, product benchmarking, and market research to inform the product vision and roadmap;
- Prioritize opportunities by analyzing costs and benefits, and by working closely with business and technology teams;
- Gather, define and document product requirements;
- Work closely with Engineering to manage all stages of product development process;
- Conduct early stage concept testing, prototyping and rapid development with an emphasis on efficient iteration;
- Work with other functional areas to gather intelligence on competitive offerings and new industry trends;
- Talk with and meet existing clients to further Mobilarm's understanding of specific customer needs;
- Support the technology team during the product development process; and
- Clarify functional spec as needed, making trade-off decisions between functionality and resources/timeframes as appropriate.

Responsibilities include:

- Gathering business requirements intended for use in the creation and/or expansion of product line software systems/applications and operations
- Creating software system logical designs, data flow diagrams, GUI wire frames, etc. using UML and other standard modeling practices
- Writing Functional Specifications from which the Engineering Architects will develop Technical Specs
- Create, update and maintain Product Requirement documents and version control
- Sales Support including presentation development, meeting attendance, etc.
- Support Marketing Communications for Industry Trade Shows and Conferences
- Conduct Competitive Analysis of existing and potential competitors
- Business case definition, development, and management.

- Track financial health of product(s)
- Responsible for generation of technical content for web site, brochures, white papers, manuals, etc.
- Participation and leadership in strategic planning of new products
- Primary leadership of Mobilarm standards activities. Effective use of standards bodies to advance our customers' interests and Mobilarm business interests

To be considered for this role you will:

- Have 5+ years of relevant experience in the field or in a related area or equivalent combination of work experience and education
- Have previous exposure to product development lifecycle (from concept through launch)
- Possess critical thinking and problem solving skills
- Ideally have a strong technical understanding of wireless data technologies and services such as Wi-Fi, Zigbee or Blue Tooth
- Demonstrate excellent quantitative, oral communications, presentation skills, and documentation skills
- Be experienced in high volume commercial grade equipment
- Be able to learn about and quickly comprehend new products and technologies, such as Mobilarm V100 VPIRB
- Be educated to degree level, such as a BA in Business, Computer Science, or related field.
- Preferably also hold an MBA and/or Technical Masters Degree

Please send your application and resumé to:

Mr Lindsay Lyon

Chief Executive Officer

lindsayl@mobilarm.com