

## Position description

<b>Position title</b>	Product Manager
<b>Position numbers</b>	200809, 200525
<b>Classification level</b>	F
<b>Group</b>	Telecommunications
<b>Reports to</b>	Senior Product Manager
<b>Location</b>	1010 La Trobe Street Docklands Victoria
<b>Date</b>	August 2024
<b>Tenure</b>	Permanent full-time

## Our organisation

VicTrack is custodial owner of Victoria's rail transport land, assets and infrastructure. We work to protect and grow the value of the portfolio, to support a thriving transport system and make travel and living better for all Victorians. With much of our asset portfolio dedicated to rail transport – our land, infrastructure, trams, trains and telecommunication networks – our focus is on strategic asset management and supporting the delivery of better transport solutions.

Whether we're planning and managing the use of transport land, upgrading the telecommunication network or partnering on major infrastructure projects, our job is to ensure the state's assets continue to serve Victoria now and well into the future.

Our core functions include:

- delivering telecommunications infrastructure and services that form the backbone of the transport network from signalling, driver communications, public information displays and myki ticketing
- managing land set aside for transport purposes, including the development and sale of land no longer required for transport to optimise its use
- generating income through land sales and commercial leases that is reinvested into the state's transport system
- providing project management, engineering and construction services to deliver a range of government transport projects from Victoria's Big Build to station and car park upgrades
- managing transport facilities and assets, including the open access Dynon Rail Freight Terminal, heritage buildings and environmental preservation.

VicTrack is the custodial owner of most of Victoria's tourist and heritage assets and performs the role of Tourist and Heritage Registrar.

## Our business groups

Our business is made up of two specialist delivery groups – Property and Telecommunications – supported by Corporate Services, Strategy & Transformation and the Office of the Chief Executive.

### Our vision

As a part of the transport portfolio, we share a common vision as defined in the *Transport Integration Act 2010*:

“To meet the aspirations of Victorians for an integrated and sustainable transport system that contributes to an inclusive, prosperous and environmentally responsible state”.

In realising this vision, we are working towards a transport system that promotes:

- social and economic inclusion
- economic prosperity
- environmental sustainability
- integration of transport and land use
- efficiency, coordination and reliability
- safety, health and wellbeing.

### Our mission

To protect and grow our rail transport assets and drive reinvestment to service Victorians now and into the future.

### Our values

- Professional – We make decisions with integrity and respect. By behaving professionally and ethically we win the trust of our colleagues, stakeholders and customers.
- Collaborate – We collaborate to get things done efficiently and effectively. We have greater opportunity through leveraging our collective knowledge, building stronger bonds and respecting each other.
- Achieve – We perform our roles with integrity and skill. We hold ourselves accountable for delivering what is needed and own both our successes and mistakes.
- Innovate – We embrace all new ideas that bring about change that adds value. We become more efficient, effective and competitive.

## Dimensions

### Reporting relationships

The Product Manager reports directly to the Senior Product Manager in the Commercial team. The position has no direct reports.

### Budget

N/A

### Other

N/A

## Purpose of the position

The Product Manager is a key position encompassing end-to-end responsibility for delivering the business Products roadmap, driving strategic vision for our customers and ensuring new avenues of growth are identified, leveraged and brought to market with effective project and planning principles.

## Key accountabilities/functions

- Manage and drive product portfolio through all stages of the product lifecycle including but not limited to planning, forecasting, roadmap development and execution including all Go to Market activities.
- Be the subject matter expert for the product portfolio and continuously seek opportunities for improvement for the portfolio; drive understanding of product, pricing and features and explore innovative options including technological advancements.
- Support the Product Practice by defining Product Strategy and Roadmap (Product / Portfolio): – Conduct extensive market research to identify customer needs and preferences.
  - Develop a clear product strategy and roadmap based on market insights for your product / portfolio.
- Drive cross functional collaboration, influence teams and senior stakeholders, drive key decisions and be able to clearly articulate the impact of product decisions, financial implications and risks while ensuring product profitability and sustainability.
- Develop and drive strong relationships / buy-in from a broad range of internal and external stakeholders including cross functional teams / team members ensuring organisational wide change activities are coordinated and aligned.
- Gather, manage and prioritise key customer feedback, carry out strategic opportunity analysis, identifying growth areas and recommend initiatives and products for investment (or divestment as appropriate); ensuring understanding of customer needs, market positioning, competitive landscape, pricing and articulating alignment to Business / Corporate Strategy.
- Develop business cases for new products or product tech advancements, improvements to existing products and recommend / contribute to setting product pricing and SLA as related to commercials and customer/market impact.
- Performance Metrics and Optimisation - develop a broad range of products /service reports analysing costs, performance and product profitability to drive the requisite activities, improvement and outcomes in support of the product roadmap and product strategy.

## Customer focus

VicTrack staff practise customer focus by recognising the importance of valuing customers (internal and external) and ensuring that all activities are oriented towards meeting customer needs. We listen to customers about their expectations and focus on delivering solutions that address their needs. Customer focus also includes proactively seeking and acting on feedback to enhance the customer experience.

## Safety and environmental responsibilities

Ensure safety and environmental instructions are adhered to and report any inappropriate practices and incidents. Comply with the *Occupational Health and Safety Act*, as it applies to self, tenants and customers, and environmental legislation in regard to preserving the environment.

## Rail safety

All staff who may be required to come into contact with rail activity, including design work and the management of other staff, must:

- be responsible for their actions where those actions can in any way affect or compromise railway safety
- be aware of the railway safety requirements associated with their duties and responsibilities

- take whatever action is possible to prevent unsafe conditions and/or incidents
- report any railway safety problems/hazards to the Manager Safety
- safely access the rail corridor.

## Individual attributes

### Qualifications

- Tertiary qualifications in Business, Economics, Marketing or Technology required.

### Knowledge and experience

- Experience in managing product portfolios within a telecommunications or IT industry
- Experience in driving multiple internal and external stakeholders to drive an outcome
- Demonstrable track record of successfully identifying, managing and launching products or new product features
- Business planning and commercial modelling experience
- Commercial negotiation and vendor management at all levels of company structure
- Adept at working at a management level both within and outside the company
- Strategic thinker with the ability to analyse situations from multiple perspectives
- Competent at identifying and solving problems effectively and efficiently as they relate to products

### Skills

- Excellent communication and presentation skills including the ability to draft documentation suitable for Board level
- Passion for delivering innovation, challenging convention and seeking new opportunities
- Problem solving and critical thinking and attention to detail a must
- Highly motivated, self-starter who can motivate others
- Ability to work independently and collaboratively
- Ability to empathise with colleagues and collaborate effectively across various departments

## Interpersonal and other features

### Internal relationships

- All VicTrack employees

### External relationships

- Extensive interaction with VicTrack's customers and key stakeholders (internal and external)