

**Position:** PRODUCT MANAGER – MOBILE VALUE ADDED SERVICES  
**Reporting into:** Chief Marketing Officer  
**Location:** Dubai Internet City, United Arab Emirates  
**Territory:** Africa, Middle East and Asia

#### **Tasks and Responsibilities:**

- Industry and Market Trends
- Competitor Analysis
- MNO VAS Portfolio Mapping
- ChannelVAS Product Portfolio Management and Future Roadmap
- Vendor Selection and Management
- Product Lifecycle and Performance Management
- Sales Forecast and Budget Planning
- Sales Support collateral
  - Product Information Document
  - Direct Mail Template
  - Electronic Brochures
  - Product Presentation (Commercial and Technical)
  - Proposal Template
  - Training Document
  - Best Practices
- Define Product Business Rules, Costing/Pricing and Commercial Model
- Product Revenue and Budget Achievement
- Product Introduction / Launch Plans
- Customer / Operator GTM Strategies
- Product Training to Sales Team
- Contributing to Company Marketing Communications Plans
- Website and Company Library Maintenance
- Assisting in Customer Presentations and Technical Workshops
- Assisting in Responses/Bids to Tenders/RFPs
- Acting as a Speaker at Industry Events

#### **Profile, Experience and Qualifications:**

- Ability to translate complex Technical Specifications into clear User and Commercial Benefits
- 5 Years Product Management experience, Large Account Management experience would be an advantage
- Proven track record in Marketing and/or Sales of mobile Value Added Services
- Fluent in English, French and Arabic would be significant advantages
- Telecom Proficiency: Good knowledge on IN, Billing and SMSC/USSD Gateway systems. Sound understanding on Communication Protocols, VPN, Data Security, Server/Storage Infrastructure, Cloud Technologies and Service Delivery Platforms



- Excellent PowerPoint and Presentation skills
- Very high level of Accuracy
- A Creative Mind
- A Facilitating and Supportive Attitude
- Readiness to Travel up to 50%

### **About ChannelVAS**

ChannelVAS is a developer and aggregator of mobile Value Added Services that make a difference. Unless our products provide a unique customer experience and an immediate impact on the operator's bottom line, we don't range them.

ChannelVAS is daughter company of Channel IT, a leading independent distributor of Mobile Network Infrastructure solutions, which in turn is part of a group that is the largest provider of Logistics, Financial and Distribution services in Africa.

Website ChannelVAS: <http://channelvas.com/>

Website Channel IT: <http://channelit.com/>