



Position Title: Cellular Product Manager

Department: Business Development/Sales

Location: Anchorage

FLSA: Exempt

Reports To: Director of Business Development

Approved By: CEO

Revision Date: 1.1.2017

Effective Date: 1.1.2017

Position Description

The Cellular Product Manager position is responsible for managing the existing and new ASTAC Cellular product/services portfolio in support of the strategic objectives. This position has revenue accountability and develops the annual revenue forecast and manages the monthly variance reporting. This position manages all cellular products and devices throughout all stages of the product development life cycle (concept, definition, development, and end of life planning). Identifying new products/handsets and selects development partners to determine the best solutions to meet ASTAC customers' evolving needs. Negotiates contracts with handset device and development partners and ASTAC business customers to meet their requirements.

Drives internal and external teams to meet the goals outlined in the product development plans and Annual Revenue Budget forecast. Serves as the manager with responsibility to lead efforts with engineering, operations, purchasing and customer service/sales to drive product development, provisioning and billing development. Develops Product Guides, trains and prepares all personnel prior to product launches. This position is the subject matter expertise for all cellular products with responsibility for communicating the product vision, requirements, progress/status and organizational needs to all levels of the company delivering new products or product enhancements on-time and within budget.

The position is responsible for understanding all systems, processes, handset requirements, billing and lifecycle management.

Principle Accountabilities

- Responsible for revenue budget forecasting and ongoing monthly budget variance reporting. Makes course corrections as needed to meet organization financial goals.
- Responsible for coordinating product design, development and economic analysis as well as product lifecycle management.
- Responsible for handset device selection and product lifecycle management, to include inventory levels, reorder points and min/max levels.
- Manages COGS across product line, e.g. transport, handsets, accessories, wholesale rates.
- Stay current with changes and developments in the telecommunications industry. This includes gathering competitive information on products and services, mainlining market awareness, and sharing this information with the marketing, customer service, and executive teams.



- Manage complex contract negotiations and work with legal counsel as required.
- Works closely with engineering and operations staff to ascertain product feasibility and manage implementation.

Additional Responsibilities

- Assist with marketing strategy and sales support.
- Maintain ongoing customer relationships with travel to our exchanges as required.
- Continually evaluate business processes and recommend improvements. Keeps up on system changes
- Primarily responsible for regulatory compliance with HAC and supports other regulatory initiatives as a team member.

Knowledge, Skills, and Abilities

- Must have Customer Billing, provisioning and service order system knowledge.
- Must be knowledgeable in evolving telecommunications terminology and technology.
- In depth understanding of ASTAC cellular service and messaging products.
- Working knowledge of the oil industry's (exploration, production and support services) telecommunications needs.
- Must have current knowledge of competitors' products and service offerings.
- Must have exceptional communications skills (both verbal and written).
- Strong analytical skills are required to determine customer needs and develop products that are appropriately designed and priced.
- Strong presentation skills are required, both in person and via teleconference or videoconference.
- Ability to make sound decisions with the information at hand, with the end goal of customer satisfaction and positive revenue generation.

Education and Experience Required

- Bachelor degree in Marketing, Business or related field.
- 5+ years of experience in sales, marketing, product development or related experience.
- Strong background of revenue growth in related position within the industry.

Acknowledgement

I have reviewed and understand the Position Guide and believe it to be accurate and complete. My acknowledgement below indicates I am fully aware that my adherence to the terms of this Position Guide will be a major element of all future evaluations. I also agree that my Manager, the General Manager and the Board of Directors retain the right to change this Position Guide at any time.

Employee

Supervisor



Note: This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employee(s) will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments.

A review of this position has excluded the marginal functions of the position that are incidental to the performance of fundamental job duties. All duties and responsibilities are essential job functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities.

To perform this job successfully, the incumbent(s) will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities.

This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.