



## *Mobile Product Manager*

### **Lycamobile UK Limited**

**Reporting in to:** Head of Product Management

**Based:** London - Docklands

**Salary:** Negotiable depending on experience + performance related bonus

### ***About Lycamobile***

Lycamobile ([www.lycamobile.co.uk](http://www.lycamobile.co.uk)) is a prepaid SIM card product that provides low-cost, high-quality international calls direct from mobile phones. Lycamobile currently has 1.2 million customers on its UK base. Lycamobile is distributed through a UK network of more than 115,000 retail outlets.

The brand was initially introduced in The Netherlands in 2006 and is already Europe's largest pre-pay MVNO with over four million customers across Europe.

Present in six markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2009.

### ***Role Responsibilities:***

- Manage acquisition targets for the product and other KPI's including revenue, usage, retention and win back – deliver to targets and track daily performance indicators on a KPI dashboard.
- Document business requirements, track and manage product delivery process
- Deliver detailed product specifications (including functionality, pricing, and presentation)
- Prepare product propositions ready for launch
- Work cross-functionally with Product Management, Marketing, Technical, Operations and Customer Service teams
- Ensure the product launches meet corporate and customer requirements and are delivered according to time and budget
- Manage in life Products
- Propose changes to the marketing of products to improve performance
- Competitor research and analysis, and comparison and development of products accordingly. Keep track of development in the market

- Propose promotions and work with MarComms to deliver results on promotions.
- Maintain a close relationship with the MarComms team, to ensure successful Product launch and ongoing communications – product development, retention etc. across all communication channels including the website
- Review and progress pricing updates through auditing processes
- Review and maintain comprehensive T&C's with a focus on consumer, corporate, regulatory and EU law.
- Responsible for product knowledge training and best of breed service from CSR's – working with Head of Customer Services to deliver performance.

### ***Background and Experience***

- Experience of working as part of a Product Development / Product Marketing team preferably within the Mobile sector.
- Full knowledge of the Product Lifecycle and Product Management discipline
- Understanding of mobile technical, but with a firm Commercial bias
- Experience working with a Mobile Operator or with Voice Products
- Very dynamic and pro-active attitude, willing to take a very hands-on approach to Product Marketing, ability to thrive in an entrepreneurial environment
- Very Client-facing with excellent interpersonal skills