



Lycatalk Product Manager

Lycatel Services Limited

Reporting in to: Head of Product Management

Based: London - Docklands

Salary: Negotiable depending on experience + performance related bonus

About Lycatel

Lycatel is the global market-leading provider of prepaid international telecommunications services. Competitive advantages of broad and deep distribution strength, solid business relationships, an active base of over 9 million customers, buying power fuelled by over 16 billion minutes of voice traffic, and in-depth knowledge of the expatriate / ethnic segments, have enabled Lycatel to achieve global market leader position.

Lycatalk is the leading UK dynamic indirect access product, allowing customers to access cheap international calling on their landline and mobile phone.

Role Responsibilities:

- Manage and report back on the P&L of the product
- 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 International Voice 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 Telecoms 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