

ROLE PROFILE

Position Title: Manager SMB Demand & Product Packaging	Reporting to: Senior Manager Product Portfolio Value Management
Business Unit: Business	
Division: Product Hub	Department: Product Portfolio Value Management

A. ROLE AND CONTEXT

Purpose: This role is responsible for championing the SMB segment within the Product Hub, driving growth and market penetration for OQ B2B services. This role is crucial due to the SMBs unique needs compared to large enterprises and its significant growth potential. To cater to these needs, the role requires special attention to tailoring product features and packaging, such as off-the-shelf self-service options and ensuring value for money. Furthermore, this role serves as a pivotal intersection between Product Management, Value Management, and SMB Business Accounts. On one hand, it acts as the "meta" SMB product manager, working across product areas to develop a converged product proposition, effective bundling, and strategic positioning. On the other hand, it engages the segment through business accounts and channel partners to gain clear insights into real demand, competition, and market dynamics. This dual focus leads to an enhanced SMB strategy and a more effective go-to-market approach for OQ. The role requires a dive deep into understanding of SMB account needs, market trends, and uncovering business growth opportunities. It will also showcase expertise by developing and implementing customer retention strategies and loyalty program project and enhancing cross-division business-led collaborations for small and medium businesses including SOHO accounts, working closely with channel partners along the full value chain.	Functional Context: Ooredoo's Business BU is a critical part of the company's first line customer facing activities for all Business Accounts and has a significant role to play in long term business value creation through product design, achievement of sales revenue, profit and customer satisfaction, as defined in the annual business plans. The Product Hub focuses on productizing mass-market products and services moving forward, while the newly established Business Solutions unit specializes in customized solutions, using products from the hub as foundational elements and forming direct partnerships for unique service integrations. Product Portfolio Value Management develops and executes strategies that effectively bring the products and services of Ooredoo Business to the market. It is responsible to increase the company's products market share, drive revenue and growth, and enhance Ooredoo's competitive position in the market with a special attention to the SMB market. It also concentrates the know-how and authority in product packaging and marketing, serving as internal consultant and knowledge multiplier for product management team. Specifically regarding the SMB segment, the department assumes strong ownership role, challenging the product management team into creating the product traction for the SMB segment in response to the market demand and SMB Accounts team.
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B. ROLE ACCOUNTABILITIES

<ul style="list-style-type: none"> SMB Product Demand and Positioning Develop SMB segment demand generation practice and strategy based on business and product insights to drive the innovation of new products and features. Drive conceptualization of new SMB focused propositions including commercial design, business case and go-to-market aspects. Monitor SMB market dynamics and competitor activities to adapt product positioning, forecasts, campaigns and pricing strategies accordingly (in collaboration with pricing management). Act as the SMB subject matter expert for both internal teams and external stakeholders regarding product and service offerings. Create comprehensive productization and packaging plans tailored for the SMB segment, serving as the primary content resource for product development. Execute promotional campaigns to support product launches, drive demand, and enhance market penetration within the SMB segment. Coordinate the development of SMB marketing materials such as presentations, case studies, whitepapers, website content, and sales enablement tools. Develop compelling product positioning and messaging that resonates with SMB B2B customers, drawing on market insights and customer research.
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<ul style="list-style-type: none"> Assess the effectiveness of promotional initiatives and adjust strategies to maximize outcomes. Be the main owner for the digitization and self-service capabilities of the SMB channel be it for channel partners or direct to customers Product Packaging and Customer Retention Explore Telco and ICT requirements within SMB market segments, proposing product packaging and bundling options to drive adoption and expand market share. Analyze market trends, research, and customer feedback to develop compelling product propositions that increase customer value and drive sales. Contribute to the development of an SMB product roadmap establishing clear milestones for delivery and service features geared specifically for SMB e.g. self service, digital delivery and support, off-the-shelf products, SaaS marketplace and office-in-a-box services. Assist in designing and executing customer retention programs aimed at reducing SMB churn and fostering customer loyalty. Monitor and report on retention metrics, offering insights and recommendations to enhance retention rates. Identify opportunities for innovation in product packaging and bundling, retention programs, and promotional processes. Track and analyze key performance indicators (KPIs) related to product packaging, bundling, retention, and promotions. Prepare and deliver regular reports on the performance of packaging and bundling initiatives, retention programs, and promotional activities. Collaboration and Stakeholder Management Act as the representative for the SMB segment within the Product hub, ensuring their needs and feedback are addressed based on segment and product targets combined. Work with Business Accounts and Product Portfolio Value team and Pricing to develop go-to-market strategies for SMB products. Work with Contract Management and Legal on simplifying contractual and order templates for the SMB and creating more attractive terms and conditions. Engage with Market Research team to gather data on customer preferences, market trends, and competitor activities. Collaborate with Business Accounts and Operations to ensure alignment and successful execution of packaging and bundling strategies.

C. SCOPE AND INTERACTIONS

Direct Revenue Responsibility: Yes Direct Budget Responsibility: No Direct People Management Responsibility: No	Primary Interactions (Internal/External)	
	Internal Relationships: Cross Functional	External Relationships: Customers Business Partners Vendors

D. KEY PERFORMANCE INDICATORS (KPI)

<ul style="list-style-type: none"> Revenue and profitability of SMB in the products portfolio Product launches achieving the market exposure and take-up targets in SMB and SOHO Enhance SMB portfolio expansion and market penetration for both existing and new products Product marketing and campaigns performance Penetration of bundled products and rate of entanglement increase Churn rate reduction in the SMB and SOHO Customer satisfaction and NPS for SMB and SOHO

E. EXPERIENCE, QUALIFICATIONS AND SKILLS

Minimum Experience, Essential Knowledge & Skills	Minimum Entry Qualifications
10 years' experience in a similar role.	Bachelor's Degree in Marketing or Business Administration or Similar
	Preferred Certifications / Other Qualifications

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Experience in a telecommunications environment and in depth knowledge of IT Order processing systems and latest technology trends		Any relevant certifications		
<u>Technical Competencies</u>	<u>Required Level</u>	<u>Behavioural Competencies</u>	<u>Required Level</u>	
PRODUCT DEVELOPMENT & MANAGEMENT	Expert	Customer Focus	Basic	
CAMPAIGNS EXECUTION	Advanced	Creative Thinking	Basic	
CUSTOMER EXPERIENCE	Advanced	Quality and Continuous Improvement	Basic	
PROJECT MANAGEMENT	Intermediate	Promoting Teamwork	Basic	
Competency Level (Reference Range)	Basic	Intermediate	Advanced	Expert
	Low >----->----->----->High			