

ROLE PROFILE



Role Title: Manager Go to Market

Reporting to: Senior Manager - Customer Experience

Business Unit: Marketing

Department /Section: Customer Experience Management and Go To Market / Customer Experience

A. ROLE & CONTEXT

Purpose:

The role is responsible for the carrying out of the “Go to Market” processes to ensure that all products/ promotions/ services are ready for launch in the full extent of the required scope and all internal processes and quality standards have been fulfilled and met.

Context/ Background:

Go To Market processes are critical to the success of every new product that is launched in the market. This section carries the responsibility of ensuring the overall quality levels for all of these processes and alignment with the Customer Experience targets.

B. ROLE ACCOUNTABILITIES

Overview:

- To own the entire Go to Market process and work across the department to ensure following the process to achieve superior customer experience.
- Carry out the Go to Market processes to ensure that the product/ promotion/ service is ready to launch.
- Liaise with other teams and units in order to align processes leading into successful and flawless launch (e.g. Change Management Process, Release Management Process, Vendor Management, Development and Demand process, SIT and UAT process, Product Development Process).
- Identify gaps in the product/ promotion/ service readiness that will compromise the launch.
- Recommend actions to close the gaps identified through the Go to Market process.
- Assess the criticality of ignoring parts of the Go to Market process based on the criticality of the launch.
- Develop different Go to Market processes to fit the changing needs of the products/ promotions/ services.
- Continuous improvement of the Go to Market processes.
- Identify and monitor KPIs for Go-To-Market processes and readiness.
- Deliver the departmental projects and initiatives in an effective manner (resource, time, cost), according to Ooredoo standards and values and within the approved budget.

Business Impact

The business impact of this role is indirect. The role ensures that all products/ promotions/ services are ready to launch in a compliant way with the end-to-end customer journey. The outcome of this work will be superior customer experience from newly launched products and communication to serve as a key differentiating factor compared to competition.

Costs & Profitability

The role has an indirect impact on both cost and profitability through being:

- Responsible for the execution of the Go to Market process to ensure positive customer experience.
- Responsible for contributing to the satisfaction indexes and their impacts on value share, revenue and profitability, and, market share, customer and SIO growth targets across all segments, with performance measured against agreed budgets and short-term targets as agreed within the business.

Problem Solving

The role shall at any time check and report problems that will obstruct the customer journey through product/ promotion/ service launches possibly compromised through not being read, faulty or incomplete. If such is the case, the role shall actively try to solve the problem in a professional manner with the direct stakeholder; if needed by alternative means, including escalation to relevant management or even top management.

Planning & Organizing

- Setting performance and delivery timelines for self.
- Prioritization of work based on impact on launch dates and considering the business needs and deadlines and taking into consideration the customer experience and possible impact on customers.
- Forecast and request resources needed to achieve business targets.
- Manages own time and delegates effectively to others within the own team as well as cross-functional teams.

C. KEY RELATIONSHIPS & DECISION MAKING

Team working, Coaching/Development & Leadership (Coaching & Leadership applicable to people managers)

- Working in a department that highly depends on others to achieve business targets, it is very important cultivate teamwork among different teams.
- Working as a change agent to achieve the target business results

Communicating, negotiating & influencing

- Regular reporting to management.
- Maintain positive communication with colleagues.
- Works closely with Product Managers, MARCOM and PR teams as well as Technology and Sales and Services to achieve the Go-To-Market objectives.

Decision Making

- Authority to make decisions related to accept or reject product launch as per the Go to Market process quality guidelines.
- Authority to make decisions regarding the nature, and timing of development and remedial work.
- Day to day operational decisions will be made independently; more strategic decisions or those with a significant financial impact will be taken in conjunction with others.

D. KEY PERFORMANCE INDICATORS (KPI)- (To measure and monitor the performance of the role in the context of the Section/Department's activities)

- Business KPIs (i.e. revenue, profitability, growth)
 - Customer satisfaction index targets (Feedback on Customer Experience on new product launches)
- Performance KPIs
 - Producing quality output within the target date.
 - Timely management and implementation of regular activities.
 - Number of compromised launches and quality issues after launch
 - Regularly reports on status and progress of projects and tasks

E. EXPERIENCE, QUALIFICATIONS & SKILLS

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<p><u>Minimum Experience & Essential Knowledge</u></p> <ul style="list-style-type: none"> • 10 years' experience in Customer Experience or Product or Change Management function within telecommunications and other technology-focused industries (experience within Qatar/GCC preferred) or similar • A strong understanding of Customer Experience/ Journey; new product launch processes, and change management. • Experience in working in cross-functional matrix teams and a track record of being able to develop and introduce new business frameworks, systems and processes, and successfully gain adoption across the organization. 	<p><u>Minimum Entry Qualifications</u></p> <ul style="list-style-type: none"> • A Bachelor degree in Marketing or similar.
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<p><u>SKILLS</u> Technical (job related) & Non-technical:</p> <ul style="list-style-type: none"> • Technical: <ul style="list-style-type: none"> – Draw processes. – Write policies. – Write progress reports. • Non - Technical: <ul style="list-style-type: none"> – Customer Focus. – Conflict Management. – Organized – Excellent negotiation skills. – Ability to influence others. – Results Orientation. – Acute attention to details. – Analytical skills. – Excellent team player. – Ability to thrive under pressure. – Ability to manage multiple tasks simultaneously (prioritisation setting and workload allocation). – Strong interpersonal skills and the ability to develop an effective network of relationships across the business. – Excellent communication and presentation skills both verbal and written (English a prerequisite, Arabic strongly preferred).

APPROVAL:		
<p>Line Manager :</p> <p>Date: ___/___/___</p>	<p>Department Head:</p> <p>Date: ___/___/___</p>	<p>Compensation Team</p> <p>Date: ___/___/___</p>