



## **GENERAL MANAGER (PRODUCT)**

SnapComms is a fast-growing, global leader in SaaS employee communications and engagement solutions with over 600 customers and 2.5 million users.

Solving the seemingly insurmountable problem of information-overload and message-fatigue is the reason SnapComms exists. We passionately believe that enabling organisations with a simple, intuitive, easy to use platform that can deliver the right message, in the right way, to the right people, at the right time, every time is the answer. Empowering employees starts with exceptional employee engagement, so delivering a complete communications experience that increases motivations, fuels aspirations and enhances productivity is what inspires us every day to do better!

There are some exciting opportunities in front of us and this newly created role is critical to our ambitious growth plans. Reporting directly to the CEO, you'll be a seasoned product professional with a history of executing successful product strategies and leading effective product teams. We are investing heavily in expanding our product and development teams and require a strong product leader to ensure we scale effectively to meet the challenge.

As a bootstrapped business, without the encumbrances of investors, this role comes with considerable autonomy and is ideally suited to someone who is sufficiently confident and motivated to make a real impact on SnapComms market aspirations and future success.

### **How you'll make an impact**

You'll rally the business behind the product vision and foster a culture of outcomes and measurement, ensuring better experiences for our customers, a sense of purpose for our people and commercial success for SnapComms.

You'll appreciate the importance of market awareness, positioning and growth, bring rigour to our strategic planning, discovery and prioritisation processes; creating confidence that our teams are spending time on high impact opportunities.

You'll work closely with our customers as well as our user-experience, product-marketing, business-development and customer-success teams to ensure that the needs of our customers are at the heart of everything we do.

## **What you'll do**

- Lead and inspire a talented product team
- Evangelise the product vision to the wider business.
- Set and execute the product strategy, built on top of rigorous customer and market research and aligned to SnapComms product vision and commercial goals.
- Set and track product objectives and manage the product roadmap, ensuring what we work on has clearly defined outcomes and is in lockstep with our product strategy.
- Establish a practice of ongoing product discovery, ensuring our backlog is filled with validated solutions meeting high-value customer needs.
- Embed a focus on outcomes and measurement across our product practice.

## **Your skills & experience**

We understand that great product leaders can come from a wide range of career paths and experiences. But regardless of their journey, the successful candidate will have demonstrable experience in:

- Introducing effective product practices to a software business, ideally a SaaS company with ARR in excess of \$20M.
- Leading a product team through rapid growth.
- Rallying a business behind a product vision and strategy
- Working effectively with agile development, user experience and product marketing teams.

## **Some of the amazing things about SnapComms**

- We are located in the heart of beautiful Takapuna in modern offices that have been purpose-built for us and we are mere metres away from the famous Takapuna Beach. Our offices are full of natural light, we have awesome decks to enjoy the Seaview and the summer ocean breeze.
- As a company, we are big on setting goals that all our different teams can work together on achieving. This brings a lot of cross-functional activity and collaboration to the business, helps stop silos forming and makes us all feel like we own a piece of the jigsaw AND we all get to celebrate in each other's success!
- Our culture at SnapComms is everything! We pride ourselves on having an awesome culture that is friendly, supportive and transparent while at the same time being aspirational, progressive and successful. As a global business, we seek to inject an international flavour into all that we do which is very evident in SnapComms being a truly multicultural organisation where diversity and inclusion is part of our DNA.
- We are big on family and understand our employees have lives outside of the office, so we firmly believe in and advocate for work-life balance

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## Headline

- Strategic leadership role
- A fast-growing, profitable, bootstrapped SaaS company
- Located on the North Shore right next to Takapuna Beach
- Amazing People focused culture

This is an exciting opportunity for the right individual to make a transformational impact within a highly successful, self-funded business. Transforming product practices and the customer experience are fundamental to business growth and the successful candidate will have substantial autonomy to make a real impact.

If the above sounds like you, then go ahead and apply by sending a cover letter telling us a bit about you and why this opportunity excites you and how your experience can contribute to our success, along with sending your CV to [chantelle.hilleard@snapcomms.com](mailto:chantelle.hilleard@snapcomms.com)