

## JOB TITLE – PRODUCT EXECUTIVE

**Position reports to** : Product Executive  
**Direct Reports** : None  
**Office Location** : Adapt IT Johannesburg Campus

## PURPOSE OF THE POSITION

The Product Manager plays a pivotal role as a visionary and evangelist for finance professionals within the public sector accounting market. They define the strategic vision for the product suite and champion its success, working closely with the Product Executive to lead product development. The primary goal is to ensure that the right products are brought to market and driving sustainable client success.

## PRIMARY RESPONSIBILITIES FOR THE ROLE

### a) Product Strategy:

- Own, maintain, and communicate the vision, direction and roadmap of the Public Sector product suite.
- Understand, define and communicate what value-add is from a customer perspective and focus the product roadmap toward providing that value.
- Define product marketing strategies and execute them in collaboration with sales and marketing teams to drive commercial success.
- Define and deliver commercial success and profitable Return on Investment (ROI) for the product suite.
- Act as a thought leader in both an internal and external capacity.
- Work closely with sales to understand and improve win rates.

### b) Product Delivery:

- Own and define roadmap goals and objectives for product releases.
- Work closely with external content providers and Product Owner(s) to develop appropriately detailed specifications for product features so that they are clearly understood by development teams.
- Set delivery dates and drive the overall delivery of products to market.

**c) Customer Satisfaction:**

- Partner with Product Owner(s) and Development teams to drive the resolution of product defects and high quality deliverables.
- Collaborate closely with the marketing team to ensure that product value is frequently communicated to customers.
- Maintain a thorough understanding of customer needs to drive continuous value delivery.

**d) Collaboration:**

- Act as the leader that integrates cross functional teams required to deliver products to markets.
- Work closely with customer facing teams to gain insight, resolve issues and help champion product strategy, delivery and customer satisfaction.

**QUALIFICATION AND EXPERIENCE REQUIREMENTS**

**Essential Requirements**

- At least 5 – 8 years in Financial Sector / Public Sector and subject matter expert roles.
- BCom Accounting (NQF7)
- Post-graduate degree in Accounting Science (CTA)
- Chartered Accountant – CA(SA)
- Experience working in cross-functional teams.

**Desirable Requirements**

- Client facing experience.
- Experience in a software development business would be advantageous.
- Experience working with Public Sector clients or within a Public Sector firm would be a plus but is not essential.

**KNOWLEDGE**

- Audit and Accounting methodologies.
- Customer understanding and how they use software within in a market to deliver outcomes.
- Budget management and guiding a development project.

- Experience with the below tools is not essential, but would be advantageous:
  - Jira
  - Confluence
  - Aha!

## SKILLS

- Analytical skills.
- Computer literacy skills.
- Facilitation skills.
- Business processes skills.

## ATTRIBUTES

### a) Technical Knowledge

- Solid experience working with Caseware Working Papers or equivalent software package, with a technical inclination to understand how the software works “under the hood”.
- Above average technical ability (International Standards of Auditing, IFRS, IFRS for SME's, Companies Act).
- Exposure to South African accounting, tax, financial reporting principles, and legislation will be advantages.
- Understanding and ability to strategically think about client compliance needs by understanding their business and key risks.
- Ability to address compliance issues in new, efficient, and innovative ways.
- Understanding of various business processes and methodologies.

### b) Personal Attributes and Qualities

- Effective communicator at all levels that collaborates well with others.
- Strong sense of prioritization, focusing on deliverables and effective delivery on deadlines.
- An abstract thinker with a creative approach in solving problems, translating business needs into practical solutions.
- A self-starter and quick learner that is self-motivated.
- A reliable and resilient approach in execution that is adaptive to a changing environment with unique challenges.
- A value-added focus that solves problems constructively, promotes innovation and the leveraging of new ideas.

**c) Business Acumen**

- A well-developed ability to understand business objectives and how to prioritise product and business initiatives that supports them.
- A strong ability to understand the impact of risks, issues that threaten the success of deliverables and how to mitigate them.
- An in-depth knowledge of product and digital technology trends, research, industry knowledge and changes in business environments.

**APPROVAL**

The signatories hereof, confirm that their acceptance of the contents and recommend the adoption thereof,

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**Divisional Executive**

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**Date**

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**Product Executive**

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**Date**

