

Senior Product Manager - Fixed Term

Marketplace

Reports to:	Position Level:	Direct Reports:	Location:	Job Code:
Head of Product (Marketplace)	Team Member	No	Auckland /Wellington	TMA6.2

Who is Trade Me?

Trade Me delivers value to Aotearoa through helping Kiwi create the life they want, whether that's finding a property, vehicle, career or new and used goods. Our vision is to be the place "where Kiwi look first".

Our Values:



Customer Aroha



No 'I' in Trade Me



Don't be a dick



Hunger like Ed

Why this role is important to us:

Our Professional Seller (ProSeller) segment is one of the most commercially important parts of Marketplace and one of the least fully understood from a product perspective. We know our platform has complexity that creates friction for ProSellers, but we don't yet have the deep customer insight needed to make confident, prioritised decisions about what to fix and what to build.

This 12-month fixed term role exists to close that gap. You'll lead structured discovery across our ProSeller customer base working closely with Commercial, Sales team, Engineering, and data teams to develop a customer-centric, commercially grounded roadmap oriented around platform simplification. You'll then work directly with engineering to begin delivering against that roadmap within your contract.

Alongside your ProSeller ownership, you'll support the Support Experience (SX) team – to help build a coherent SX product roadmap.

This is a discovery-first role, but it's not a research project. We expect you to move fast, validate at the right level, and be making product bets within months not quarters.

What you'll do:

ProSeller Discovery

- Own and lead a structured discovery programme to deeply understand how ProSellers use Trade Me today – their workflows, pain points, workarounds, and unmet needs.
- Work closely with our Sales team to synthesise existing customer knowledge, identify gaps, and build a shared view of ProSeller needs.
- Build comprehensive understanding of the commercial value drivers of the ProSeller portfolio and identify opportunities and risks.
- Translate discovery into clear problem statements, opportunity sizing, and prioritised bets.

Platform Simplification Roadmap

- Define and own a 12-month outcome-based roadmap focused on platform simplification for ProSellers – grounded in customer insight and commercial value.
- Work with engineering leadership to understand technical constraints and opportunities within the simplification programme.
- Ensure roadmap decisions are visible, justified, and aligned with the broader Marketplace product strategy.

Support Experience (SX) – Discovery & Prioritisation Support

- Partner with the SX team to contribute discovery and customer insight into the SX roadmap.
- Help translate SX discovery findings into prioritised problems and roadmap

Delivery & Execution

- Work directly within a diamond model partnering with a Product Owner and engineering team to bring your roadmap to life.
- Ensure the squad has a clear shared understanding of the intent, scope, and business value of every piece of work.
- Own product lifecycle end-to-end: from discovery through to go-to-market and measurement.

Stakeholder Management

- Act as the product voice for the ProSeller segment – communicating priorities, trade-offs, and progress clearly to senior leadership and cross-functional stakeholders including sales, marketing, and engineering.
- Consult directly and regularly with our Sales and SX teams to ensure product decisions are grounded in frontline customer reality.
- Keep stakeholders informed and appropriately involved without creating decision-by-committee.

Measurement & Learning

- Define clear success metrics for the work – outcome-focused, not output-focused.
- Build a culture of rapid learning within your squad; know when to iterate and when to stop

What success will look like:

- Within 90 days: You have completed structured discovery with ProSeller customers, synthesised existing sales and customer data, and produced a validated, prioritised roadmap signed off by the Head of Product and Marketplace SLT.
- Within 6 months: A platform simplification roadmap is in place and the squad is actively delivering against it. Early wins are shipping and we're operating within our ProSeller satisfaction and commercial value metrics. You are contributing meaningfully to SX discovery and prioritisation alongside your ProSeller work.
- At 12 months: Continued improvement in ProSeller satisfaction and commercial value metrics that proves we have successfully managed these changes. Clear documentation of what was learned, what was shipped, and what the right next steps are for a permanent hire.
- You're seen as a champion of our values, living these daily. You're creating and fostering a diverse and inclusive environment. Health & Safety is fundamental in how you operate.

What you'll bring with you:

Critical Competencies

- **Ruthless Prioritisation and Focus:** You're operating in a 12-month window. You know how to right-size discovery, make confident calls with incomplete information, and keep focus on the highest-value work.
- **Customer empathy:** You know how to build empathy for customers, both for yourself and with the teams around you. You are a champion for the voice of our customers.
- **Commercial Acumen:** You connect product decisions to business outcomes. You can size opportunities, build a business case, and hold yourself accountable to results – not just outputs.
- **Systems Thinker:** You can hold complexity without oversimplifying it. You understand upstream and downstream effects, where simplification creates leverage, and where it creates risk.
- **Data-Informed Decision Making:** You are comfortable with balancing business metrics with product insights, and use them to make tough calls on investment priorities.
- **Stakeholder Management:** You can explain complex product decisions simply, communicate trade-offs honestly, and earn trust with sales, engineering, and leadership alike.
- **Team Player:** A great collaborator, able to form strong relationships and get the best out of people. Resilient and able to cope with ambiguity and able to meet demanding targets.

Experience

- 5+ years in product management, ideally in e-commerce or marketplace environments.
- Proven track record running discovery-led product work that delivered measurable customer and commercial outcomes.
- Experience working with B2B or professional/power-user customer segments – understanding their workflows, not just their demographics.
- Demonstrated ability to build and prioritise roadmaps that balance customer needs with technical and commercial constraints.
- Comfortable working at pace in a fixed-term context – you can create impact without the luxury of a long runway.
- Experience working closely with engineering teams; comfortable in Agile environments and in a diamond or squad model.
- Experience with platform or tooling simplification programmes.
- Experience leveraging AI/automation tools to accelerate discovery synthesis or improve seller workflows.