

Product Manager - Senior

Property

Reports to:	Position Level:	Direct Reports:	Location:	Job Code:
Head of Product - Property Audience	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:

As a Senior Product Manager in Trade Me's Property Audience team, you're responsible for growing Trade Me Property's audience and improving the consumer experience. You'll connect our customers, consumers and our business to ensure we deliver products that create customer and business value. You'll be someone who can act as a passionate leader of your product portfolio, and help us fulfill our long-term vision to be where Kiwi look first.

What success will look like:

- You're seen as a champion of our values, living these daily.
- You have a strong understanding of how consumers interact with the NZ property market, and how we could use AI products to better serve their needs at each stage of their property journey.
- You execute a roadmap that drives audience engagement, in line with the wider Property Audience strategy.
- You keep pace with innovation in conversational AI and LLM-powered assistants across the industry, bringing relevant insight into your roadmap.
- You work closely with engineering, design, data science/ML and other teams to ship high-quality features at pace.
- You measure product performance to drive an outcomes-focused approach.
- We're making meaningful headway into solving our customers' problems through improvements and innovations to our product offering, and we're achieving our desired customer and commercial outcomes.
- We have a three month to one year view of the problems we're aiming to tackle and a roadmap to support it that our teams buy into.
- Strong discovery practices help us deeply understand the customer problems we seek to solve. Problems are validated before we start.
- Our engineering and customer facing teams always have the involvement and context they need to understand the problem to solve and why we need to solve it, and you're great at getting them excited about it.
- Our teams are highly engaged with the ongoing customer and business value we're looking to deliver, and we're great at experimenting to quickly learn how to deliver the most value.
- We have transparent measurements of success that focus our efforts on outcomes over outputs, and help align our execution efforts with our long term strategic goals.
- Your stakeholders are involved and well informed with the problem you are trying to solve.
- We ruthlessly prioritise. We only work on things that provide value, we know when to stop iterating on an idea.
- 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:

- A good strategist and creative thinker. You'll have a good understanding of what works online, and be able to use sound judgement to assess the value of a diverse range of initiatives.
- Commercially savvy, able to assess performance vs expectations.
- Adept in analytical capabilities, ability to identify patterns and convert to recommendations.
- Empathetic to customer needs and consistently seeks opportunities to meet and understand our customers better
- Experienced in the Agile software development framework.
- Energetic, driven and enthusiastic for excellent results and have a genuine desire to help engage and motivate other team/squad members.
- An outstanding communicator - able to explain ideas simply & clearly, listen carefully to others, and proactively improve team communication. Confident in communicating to stakeholders and consumers.
- Familiarity with conversational AI / LLM-powered products, and how to evaluate their performance and limitations.
- Comfortable partnering with data science and ML engineering teams, not just traditional software engineering.

Experience:

- An experienced product professional (5+ years), having led product strategies that have achieved proven customer and commercial results.
- Experienced at building & creating digital products that New Zealanders love.
- Able to demonstrate experience across all aspects of product management, including prioritisation, measuring impact, competitor analysis, market research, UX testing, product marketing, strategy & roadmap development, and mentoring
- Experience with AI-powered or conversational products (chatbots, virtual assistants, LLM-based features) is highly valued.