

Product Manager - Senior Property

Reports to:	Position Level:	Direct Reports:	Location:	Job Code:
Head of Product	Team member	No	Auckland	TMA6

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 the Trade Me team you're responsible for identifying where we can create and add value to our proposition. You will guide the strategy in its next phase of growth. Your focus will be on creating value and great experiences for your users. In this highly autonomous role, you'll have a direct impact on our customers and broader business outcomes. As an experienced product leader, you will take ownership of the Property portfolio - driving innovation, scoping new opportunities, and building out business lines that extend beyond our current offerings.

What success will look like:

- 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.
- You are successfully managing a mature portfolio of products, balancing the optimization of existing assets with the innovation of new business lines.
- We have a three month to three year view of the problems we're aiming to tackle and a roadmap to support it that our teams buy into, understand and support.
- Strong discovery practices help us deeply understand the customer problems we seek to solve. Problems are validated before we start and investment is understood.
- 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.

What you'll bring with you:

Critical Competencies:

- **Strategic and commercially** driven, with proven experience managing P&L targets and a knack for identifying high-value initiatives that deliver measurable business and revenue growth.
- **Analytically capable** – able to identify patterns, draw insights, and translate findings into clear recommendations.
- **Customer-centric**, with a genuine curiosity to understand and anticipate customer needs.
- Strong **commercial orientation** with a track record of driving measurable revenue growth and managing P&L targets within a business line.
- Resilient and comfortable **navigating ambiguity** ('the gray'), with the ability to make confident, logical decisions even when data is incomplete.
- Experienced in Agile software development frameworks.
- **Energetic and motivated**, with a desire to inspire and uplift those around them.
- **An outstanding communicator** – An exceptional influencer capable of navigating executive-level conversations, managing up to leadership, and selling the 'why' effectively to cross-functional teams in Marketing, Sales, and Engineering.
- **Proactively explores and integrates AI tools** and automation to improve decision-making, reduce manual effort, and accelerate delivery – while maintaining a learn-it-all mindset toward the evolving technology landscape.

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 customers love.
- Proven experience owning an entire business area or portfolio, rather than managing a single tool, platform, or feature set.

- Direct experience with pricing projects, monetization strategies, and complex Go-To-Market (GTM) planning.
- 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