



Product Manager

Role Description for Network Growth Product Manager

Introduction

This is an opportunity to build a new team and solve the hardest product challenges at one of Australia's most exciting SAAS platform start-ups. Fresho is digitising the supply networks for the food and hospitality industries across Australia, NZ and the UK; partnering with the industry to make it more efficient and sustainable.

The newly-formed Network Growth team is charged with building the network of suppliers, hospitality venues and food retailers that underpin Fresho's rapidly-growing business. Your mission is to remove friction and tap into the powerful growth loops already established in the product.

Partnering with a talented Head of Delivery who has deep Fresho experience, you will have freedom to shape the strategy, product and team. It's an entrepreneurial role and will suit a product manager comfortable with uncertainty and happy to build from the ground up.

Fresho's customers reflect the diversity of the fresh food industry, ranging from restaurants to retailers and producers to distributors. The role requires strong strategic skills to navigate this complexity and build a product that connects the industry.

Equally, you will have the operational product skills and drive to make the team's vision a reality. Our product development teams are committed to Agile practices and we release every day. We avoid big-upfront analysis and rely on short iterations and feedback cycles to get our products right. It is a fast-paced environment and you will need to be comfortable making quick decisions and adjusting with feedback from the market.

We are looking for a middleweight product manager who can bring experience that helps build the Product function at Fresho. Working closely with the founders and experienced Product and Sales leaders, you will have the opportunity to hone your commercial, strategic and tech skills and grow with the business.



Responsibilities

- Define a clear value proposition and determine the end-to-end customer experience, working with the development team.
- Formulate release and go-to-market plans, working with the marketing, sales and customer service teams.
- Propose a medium-term strategy for the Network Growth products which connects the team's daily work to the Fresho strategy. Contribute to the development of the overall Fresho strategy.
- Define metrics that represent the product strategy and value delivered to customers. Regularly report on the metrics to stakeholders.
- Plan and run lightweight customer research to generate insight into future product development.
- Manage the process for gathering ongoing customer feedback working with the customer facing Fresho teams. Synthesis the feedback into insight for the development team.
- Working with the developers and a range of stakeholders, determine priorities at the initiative and card levels.
- Facilitate the process for beginning new product development work. Build a thorough understanding of client problems and business opportunities and communicate this to the development team.
- Work with the customer facing teams to identify opportunities for improving the customer experience during the sales, on-boarding and support stages, with product improvements.
- Build an understanding of the commercial and technological ecosystem in which Fresho operates and identify threats and opportunities.
- Monitor Fresho's direct and indirect competitors across the markets in which it operates. Facilitate the discussion on when and how to respond to competitive threats.
- Support the Head of Delivery in managing the delivery process and contribute to stand-ups, showcases, retros and other team ceremonies.
- Ensure stakeholders across Fresho understand and support the work of Network Growth.



Skills and Experience

- 3+ years experience in a digital product or related role.
- A track record of leading and working with Agile software delivery teams.
- Comfortable working with data and able to draw on solid analytical skills
- Experience with lightweight customer research.
- Understanding of experimentation techniques
- Strong problem solving skills
- An eye for visual and UI design.
- Good verbal and written communication skills.
- Self-motivated and comfortable working in an unstructured and dynamic environment.
- Excellent prioritization skills and comfortable working on multiple projects and deliverables.
- Familiarity with product-led growth, user management, referrals, onboarding and related functionality is a bonus.
- Experience of B2B and SAAS products is highly-regarded.
- Experience in the Food industry is a bonus.
- A relevant degree or qualification is desirable.

About Fresho

Fresho is a fast growing tech start-up on a mission to positively transform the footprint of the wholesale fresh food industry.

Our ordering and order management software is revolutionising the way the entire industry operates - from day to day operations, to mental health and wellbeing, to food waste reduction - the impact of Fresho touches every aspect of the sector in a hugely positive way making it more efficient, enjoyable, profitable and sustainable.

The food industry has been operating the same way for hundreds of years. Wholesale food suppliers typically operate in high stress, time poor environments using antiquated operating processes that result in high food waste. We know there is a better way.



Around the world, roughly one third of the food that is grown, caught and manufactured ends up as wastage. That equates to 1.3 billion tonnes in the food industry alone each year. And that doesn't sit well with us. That's why reducing food wastage is at the heart of what we do, and what drove us to create our industry-leading technology.

Fundamental to our culture is the belief that our people are everything. We are purposefully building our culture alongside business to make Fresho a fun, positive and inclusive place to work for our dynamic team of Freshonauts.

Our team comes from a range of working backgrounds and have found in Fresho a work culture which has enabled them to thrive. We have ex hospitality professionals, chefs, fast food managers, business grads, engineers and many more. This leaves us in the privileged position to provide diverse perspectives and insights which our customers love.

Fresho has raised over \$18m to date and processes approximately \$2.5m a day through the platform. The business is headquartered in Melbourne, Australia with offices in Sydney, Auckland, New Zealand and London, United Kingdom and customers in Australia, New Zealand, United Kingdom and United States.

We are an equal opportunity employer committed to building a diverse team.