



Product Manager

Logic Communications Ltd. ("Logic") is Bermuda's premier full-service technology and communications provider. Serving residences, small local businesses and global enterprises, Logic offers market-leading international voice and data solutions and IT professional services. Logic is a member of the KeyTech Group of Companies.

Logic is seeking a highly motivated individual with product management skills and a thorough understanding of the Product Life Cycle for the position of **Product Manager** within the Marketing & Customer Operations Division.

Reporting to the Head of Marketing & Customer Operations, the Product Manager will be responsible for the development and planning of residential and corporate products and services. Duties will include product pricing and positioning and product management through the product life cycle.

Essential Responsibilities and Duties include (but are not limited to):

- Develop, implement and monitor Marketing Plans and Strategies in support of Logic's products and services
- Manage all products effectively through its life cycle to ensure maximum revenue returns
- Analyze customer needs, researching solutions to meet their needs and develop product(s) accordingly
- Provide training on product and key selling points to drive new acquisitions and customer retention
- Market and promote products and services by creating promotional campaigns and conducting marketing events to increase market awareness to customers
- Liaise with advertising agency to produce sales materials and merchandising displays as required
- Manage the calling card process, including ordering cards and processing customer request to maintain and recruit new accounts

Qualifications and Experience required:

- Bachelor's degree in Business Administration, Marketing or equivalent certification, with a minimum 5 years relevant experience in a communications environment that includes a minimum of 3 years management experience

- Or minimum 7 years experience in relevant marketing environment that includes a minimum of 3 years management experience
- Knowledge of and experience in direct marketing, market research and competitive analysis
- Extensive experience and understanding telecommunication technologies
- Demonstrable ability in developing marketing plans and business cases
- Experience in marketing of consumer /packaged good and or services
- A keen interest in the telecommunications industry with an in-depth knowledge of industry trends would be an asset

Interested persons should apply with a cover letter and detailed resume via email to keycareers@keytech.bm. All correspondence should be marked to the attention of the:

Human Resources Manager, Recruitment
Logic Communications Ltd.
Department of Human Resources
30 Victoria Street, Hamilton, HM 12

Closing Date: September 4th, 2012

The KeyTech Group of Companies is committed to maintaining a substance free workplace. Applicants will be subject to pre-employment substance screening prior to receiving an offer of employment.