

## Product Manager: OzTAM Pty Limited

### About the role

#### Context

**OzTAM** is Australia's official source of television audience measurement, covering free-to-air and subscription television in the five metropolitan markets (Sydney, Melbourne, Brisbane, Adelaide and Perth) and subscription television nationally. OzTAM TV ratings are the accepted metric by which Australian television is evaluated. The media industry uses OzTAM data to assist in program development, advertising planning, and to gauge the performance of television programs, networks and advertising campaigns.

OzTAM's **VPM Report** provides Australia's official figures for the audience viewing internet-delivered broadcast TV content (BVOD).

OzTAM, Nielsen and Regional TAM are working towards the launch of Australia's new Total TV currency, **Virtual Australia** ('**VOZ**'), which will bring together broadcast viewing on TV sets (OzTAM and Regional TAM TV ratings) and connected devices (OzTAM VPM) to provide an all-screen, cross-platform planning and reporting standard for Australia's television industry.

#### Role

The Product Manager will transition OzTAM's Video Player Measurement (VPM) report from beta service to fully-fledged media product, entrenching it as an essential, well understood and respected OzTAM product in the Australian media marketplace.

The Product Manager will also be part of the team shaping OzTAM's new Total TV database, 'VOZ', as a stand-alone media product by promoting clear understanding of its features, capabilities, applications, use cases and commercial requirements.

### Main responsibilities

- "Own", develop, promote and commercialise VPM as an OzTAM product leveraging available resources and teams;
- Refine VPM product deliverables, features, capabilities and development roadmap;
- Lead development of new VPM services and product development in close cooperation with the broader OzTAM team;
- "Own" VPM and VOZ product marketing: documentation, feature guides, glossary, use cases, thought leadership pieces, etc.;
- Actively engage stakeholders to understand their needs and usage of VPM and VOZ in order to calibrate and steer future development;
- Ensure the operation and development of VPM and VOZ products respect OzTAM's governance processes and protocols (specifications, terms and governance criteria); and,
- Other tasks as directed and agreed with OzTAM management.

**Ideal candidate attributes**

- Strong experience in product management, having led and brought at least two products to market.
- 4+ years working in dynamic product-centric organization(s), where products are developed in an agile and lean way.
- Ideally, have relevant experience in broadcaster video distribution; also versed in audience targeting and adtech.
- Robust understanding of the media, online advertising and broadcast video landscape.
- Experienced and comfortable in navigating competing stakeholder dynamics.
- Collaborative and a team player.
- Excellent communications and presentation skills.
- Results-driven self-starter with a high degree of attention to detail and a proactive “can-do” attitude.
- Flexible team player who thrives in fast-paced environments and is able to work autonomously.

To apply for this role please send your application to [recruitment@oztam.com.au](mailto:recruitment@oztam.com.au).  
All applications will be treated with maximum confidentiality.  
Eligible candidates will be contacted within a week.