

ONLINE PRODUCT MANAGER

Empresa: Our client is one of the most famous online software company in Barcelona, awarded Best Place to Work in Spain, and top ranked as a European Best Workplace.

Localidad: Barcelona

Descripción:

As a Product Manager, you will be working in the Advertising division and reporting to the Director of Advertising. Your objective will be optimizing the commercial outcome, satisfaction of users and customers in one of the company's key products: the proprietary performance-based software advertising solution.

You will be responsible for:

- Rethinking the performance-based software advertising solution, proposing new user-friendly features.
- Manage the product strategy and execution, aligned with the division and company goals.
- Perform regular competitor analysis, "listen" to the market and implement the product Business Plan by involving all the relevant stakeholders.
- Be a "product story teller": communicate the vision and the strategy internally and externally.
- Assess data available to make performance based decisions on product optimization in collaboration with the team.
- Develop, monitor, report on and improve key product metrics; plan and analyze tests to improve the user experience and main KPIs.
- Work as SCRUM Product Owner on developing detailed requirements and stories for the development team; translate the strategy in actionable items.
- Play a proactive role working closely with Sales and Marketing teams in the definition of the product capabilities, implementation of product enhancements and make sure your product meets the defined KPIs and goals.

Requirements

We are looking for a person with the following qualifications, experience and skills:

Qualification:

- MSc in Computer Science, Engineering, Marketing or Business Administration. MBA highly valued.
- Very high level of English or native speaker. The team is multicultural and the official language will be English.

Experience:

- 3+ years experience managing online products.
- Experience with detailed product release planning and execution
- Proven ability to communicate with customers and understand markets.
- Proven analytical skills: good understanding of analytics (several tools) and interpretation of data. Proficiency in Excel.
- Proven experience with online advertising products, from publisher or advertiser perspective.
- Good knowledge of the Agile Methodologies like SCRUM Product with relevant experience in all phases of a Product Life Cycle.
- Internet savvy with good understanding of trends and user behavior.
- Passionate and committed to growing one of the most important business lines via analysis and optimization.

Soft Skills:

- Strong focus on teamwork and ability to manage relationships across multiple departments and external partners if necessary.

Offer

- Join a cool, multinational, high qualified professional environment.
- Private medical insurance
- Wide range of in-house perks
- Relocation packages (when needed)
- Continuous high quality training