

Fairwinds Jobs

<https://fairwindslogix.com/jobs/job/product-manager-sfo-bay-area/>

Product Manager – B2C Top of Funnel San Francisco Bay Area

Description

An established and fast-growing technology company that transforms work lives. Since 2005, the company has delivered award-winning career services that have a meaningful and positive impact on job seekers and employers. A robust product line includes online resume and cover letter builders and a variety of other services that guide and assist the job seeker through the lifecycle of their job search.

They consider Product Management as the intersection between business, technology, and user experience. We have a robust product team, a team of makers and innovators who create seamless experiences for our users. They are responsible for product planning, gathering and prioritizing product and customer requirements, defining the product vision, roadmap and working closely with UX and engineering to deliver winning products.

Responsibilities

Seeking an experienced PRODUCT MANAGER who has a clear product vision, the ability to execute, strong leadership skills, and end-to-end project management skills to plan, build, and launch high-quality products that enable job seekers to create resumes and find the best matching jobs easily and quickly. Position requirements include:

- Taking ownership of a product and determining what to build and why.
- Working with Engineering, Design and Marketing teams to plan, build and launch high-quality product experiences and relentlessly optimizing them through AB testing.
- Leveraging data and insights to develop experiment concepts that address customer challenges and opportunities.
- Defining and analyzing metrics that inform the success of products.
- Driving global product requirements definition, product planning, and product design of new features and enhancements.
- Integrating usability studies, research, and market analysis into product requirements to enhance user satisfaction.
- Prioritizing the implementation of new features and set specific timelines
- Acting as the Product Owner in an agile SCRUM environment.

Qualifications

- Bachelor's degree in a business, marketing or technology-related field.
- Four (4) + years of experience in Product Management with consumer facing web products
- Familiarity with SEM, SEO, and other acquisition channels
- Experience A/B testing, audience segmentation, and onboarding for B2C websites.
- Knowledge of project management tools like JIRA.
- Good communication skills to work cross-functionally to bring features live to the site.
- Strong organizational and analytical skills.
- Passionate about user experience, as the Product Manager is the voice of the user inside the business.
- Understanding of technology stacks and level of efforts involved in order to

Hiring organization

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Industry

internet software

Job Location

San Francisco, California, US

Date posted

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be able to make right decisions.

- Strong understanding of the Internet, web trends, and emerging web technologies.
- Bachelor's degree in a business, marketing or technology-related field.

Desired Qualifications:

- Experience in landing page optimization testing using personalization platforms such as Optimizely.
- Working knowledge of HTML, JavaScript, and CSS.

Contacts

A Search conducted by:

www.fairwindslogix.com

A San Francisco Bay area

Talent Acquisition Partner