

## JOB DESCRIPTION

Job Title	Digital Product Manager
Reports to	Head of Product
About the role	<p>The successful candidate will play a key role in the development of Wattbike’s digital products and services, develop community and customer communication around these products, and work closely with marketing to align objectives and deliver a cohesive roadmap across the departments.</p> <p>An illustration of areas the role will cover:</p> <ul style="list-style-type: none"> <li>• Along with the Head of Product, own the execution and delivery of the product roadmap</li> <li>• Talk to customers and gather insights to enable evidence based reasoning to product decisions</li> <li>• Liaise with departments and drive action throughout the organisation to get products to market</li> <li>• Work closely with marketing, providing updates and aligning objectives and calendars to help attract prospects and retain existing users</li> <li>• Work with product team, technical leads and UX designers to realise content and product roadmap on time and to budget</li> <li>• Pour over the numbers and report on user insights and KPIs in line with targets</li> <li>• Alongside the Product Project Manager, manage the product life cycle, including customer feedback, continual improvement, and issues</li> <li>• Work with Head of Product and Head of Marketing to plan and deliver the content roadmap for Wattbike’s digital products in order to meet audience and business needs</li> <li>• Formulate tactics to grow the user base, drive revenue and increase exposure of Wattbike’s digital products in line with the digital strategy</li> <li>• Create and drive a communication strategy that helps build a community through the Hub App</li> <li>• Identify and manage relationships with 3rd party partners - e.g. RGT, Zwift, Strava - to extend awareness and increase usage of Wattbike digital products</li> <li>• Work with the marketing team to identify and manage relationships with key influencers and bloggers to drive awareness, product education and advocates</li> <li>• Champion and present user cases to prioritise digital projects, weighing up against business and consumer needs</li> <li>• Gather user feedback and loop into development plan to continually improve products</li> <li>• Drive and manage the Wattbike Hub KPIs in line with targets</li> <li>• Observe and analyse the current market. Carry out research outside of current sectors and industry</li> </ul>

About you	<ul style="list-style-type: none"><li>• A background in product management or marketing, ideally in sport</li><li>• A passion for sport and performance</li><li>• A creative and analytical thinker with the skills to implement</li><li>• Strong written skills with an obsession for detail</li><li>• Excellent interpersonal skills to build and maintain relationships with internal and external teams</li><li>• Be naturally organised and a maestro of multi-tasking</li></ul>
What you get	<ul style="list-style-type: none"><li>• A competitive salary and company pension</li><li>• Access to company perks app, for discounts on restaurants, shopping, utilities and more</li><li>• A Wattbike for your home</li><li>• 26 days holiday, plus bank holidays</li></ul>