**Group Product Manager,
Conversion Growth**

bazaarvoice®

Job Summary

Vacancy :

Deadline : Aug 04, 2024

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Employment Status : Hybrid

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

As a Group Product Manager you will be responsible for leading strategies to increase purchase conversion lift across online retail sites. From analyzing data, rapid testing and constantly ideating the next way to optimize online shopping journeys. The ideal candidate possesses strong analytical skills, a data-driven approach, and a methodical mindset, coupled with a proven track record of delivering tangible results and fostering excellent collaboration. You should thrive in complex project environments requiring extensive coordination among multiple stakeholders while prioritizing customer-centric solutions and demonstrating a commitment to pioneering innovative approaches and managing complex interdependencies.

What You'll Be Doing:
• Completing quantitative analyses to translate eCommerce data into actionable optimization strategies.
• Developing a testing roadmap of growth tactics to lift conversion rates across client sites.
• Staying abreast of market trends, sales dynamics, and customer feedback to integrate insights into the roadmap.
• Monitoring key performance indicators to ensure sustained conversion rate improvements.
• Analyzing and tracking progress against the roadmap, providing comprehensive updates on program success and learnings.
• Developing strategies to enhance the performance of recommendation models and streamline testing processes for continuous improvement of decision engines.
• Championing contextualization recommendations and guiding client success teams in adopting innovative campaign strategies.
• Building standard, industry-specific benchmarks to educate client success teams on effective contextualization strategies.
• Serving as the primary contextualization strategy expert in interactions with high-profile clients and partners.
• Acting as a liaison between management, engineering, and stakeholders, delivering regular updates on product development and operational performance.

Essential Skills and Experience
• Possess a minimum of 10 years' experience in driving roadmap strategy and definition.
• Demonstrated expertise in website performance optimization within the eCommerce or media sectors.
• Strong quantitative and qualitative analytical abilities coupled with problem-solving skills.
• Eagerness to thrive and develop within a fast-paced business environment.
• Exceptional verbal and written communication skills with adept presentation abilities.
• Strong strategic thinking capabilities and adeptness in aligning product vision with organizational goals.
• Ability to prioritize product features and make strategic decisions to foster business growth.
• Excellent communication and collaboration skills to convey product vision across various teams and stakeholders.
• Proficiency in conducting market research, customer interviews, competitor analysis, and identifying avenues for product innovation.
• Adaptability and agility in responding to change, ambiguity, and market feedback.

Great to have but not required:
• Familiarity with contextual and behavioral advertising and an understanding of evolving landscapes.
#LI-BA1
#LI-Hybird

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits