

# Product Manager, Growth



Phone :

Web :

## Job Summary

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Vacancy :

Deadline : Aug 20, 2024

Published : Jul 20, 2024

Employment Status : Remote

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

## Job Description

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### About Fellow

Fellow is a Series A venture-backed startup (Craft, iNovia, Felicis) from the founders of Fluidware (acquired by SurveyMonkey). Our mission is to solve the world's meeting problem, by helping people spend less time in meetings, and making meetings more productive. Fellow empowers managers and their teams to seamlessly collaborate on meeting agendas, leveraging the latest AI tech to transform the future of meetings, automating rote tasks and giving everyone superpowers.

Fellow is pioneering the future of work through its category defining meeting productivity platform, with a wide set of customers such as Shopify, Hubspot, Warner Media, Tucows, Dynatrace, and many more. Join us in shaping the future of work!

### About the Role

As the Product Manager for Growth at Fellow, you will be a key driver in expanding our user base, increasing engagement, and boosting retention. This role requires a hacker mindset, a highly tactical and detail-oriented approach, and a GSD attitude. You'll leverage your expertise in data and statistical analysis to inform product decisions. You'll leverage the latest and most impactful growth hacks employed throughout the industry to drive KPIs. You will work closely with a cross-functional team, including our founders, to deliver world-class products to our customers worldwide. This is a fast-paced role, and applicants should be prepared for a dynamic work environment.

We're a remote-first organization, but have offices and co-working spaces available throughout Canada in Ottawa (our HQ), Montreal, and Toronto where you can pop in to work with other team members if you want some in-person time! Bonus points if you've worked remotely before and are excited about building a product that enables remote teams to work better together!

### What You'll Do (ie, Responsibilities):

- Develop and implement product strategies consistent with company vision
- Come up with and deliver on specific tactics that can improve all parts of the funnel & viral loops, ensuring measurable improvements in user acquisition, engagement, and retention.
- Leverage data, customer insights and stakeholder insights to identify growth opportunities, inform decisions and shape requirements.
- Stay updated with competitive research and major market moves to inform growth strategies.
- Prepare product pitches for new projects prior to each dev cycle (8 weeks), in collaboration with design and engineering leaders
- Design and execute A/B tests to validate hypotheses and inform product decisions.
- Define success metrics and continuously analyze and measure the performance of features.
- Collaborate cross-functionally with data, design, qa, and engineering teams to design, develop, test, and launch new features and improvements.

### What We're Looking For (ie, Qualifications):

- Minimum 3 years of experience as a Growth PM
- BSc/BA in Computer Science, Engineering, or related field
- A proven track record of success in driving the development of software products at a high-growth tech company (bonus points for experience in SaaS products)
- Highly skilled in data analysis and statistical methods, with proficiency in SQL and experience with BI tools like Heap and Metabase.
- Strong understanding of user psychology principles and how to apply them to product development.
- Excellent problem-solving skills and the ability to reconcile opinions with actual data.
- Ability to take ownership of assigned projects and bring them to completion with minimal oversight.
- Excellent communication and interpersonal skills, with the ability to write highly detailed product briefs.
- Highly creative and innovative mindset with the ability to originate ideas.
- Ability to make informed prioritization and tradeoffs

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### The Fine Print

- We're 100% remote, but candidates must reside in Canada and be legally entitled to work for any employer.
- Fellow has broad ambitions. We're very agile and a place where changes happen fast and all the time. You have to enjoy the challenge of constantly learning and growing in your role, and rolling up your sleeves to make things happen.
- Fellow is a startup. Our environment is suited for people who thrive in experimentation, and making educated guesses with, at times, limited information. If you prefer a more structured work environment with well defined boundaries, this is not the place for you.
- You'll have the autonomy to schedule your work to fit your schedule, but generally, everyone at Fellow has meeting availability between 10:00am and 5:00 pm Eastern Time.

### Equal Opportunity Employer

*At Fellow, we understand the value of having a diverse team. That's why we believe in providing equal opportunity employment regardless of race, national or ethnic origin, colour, religion, age, sex, sexual orientation, gender identity or expression, marital status, family status, genetic characteristics, disability, and conviction. Please let us know if you require accommodation during the recruitment process.*

## **Education & Experience**

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### **Must Have**

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### **Educational Requirements**

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### **Compensation & Other Benefits**

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