Product Manager, Web Experience

SurveyMonkey®

Phone :
Web :

Job Summary

Vacancy :
Deadline : Aug 02, 2024
Published : Jul 02, 2024
Employment Status : Remote
Experience : Any
Salary :
Gender : Any
Career Level : Any
Qualification :

Job Description

[SurveyMonkey](surveymonkey.com) is a global leader in online surveys and forms that empowers people with the insights they need to make decisions with speed and confidence. Our fast, intuitive feedback management platform connects millions of users worldwide with real-time AI-powered insights that drive meaningful decisions. We provide answers to more than 20 million questions every day so that people and organizations can attract new audiences, delight customers, create advocates, and extend their competitive advantage in the marketplace. Our vision is to raise the bar for human experiences by amplifying individual voices. Learn more at surveymonkey.com.

What we're looking for

We are seeking an experienced, data-driven product manager to lead the development and implementation of a comprehensive roadmap aimed at enhancing the website and user experience on SurveyMonkey.com. Reporting to the Manager of Web Experience & Growth, this role sits at the intersection of product, growth, design, engineering, and marketing. You will be instrumental in defining, testing, and launching web experience improvements that will elevate the SurveyMonkey brand and drive new user acquisition.

The ideal candidate will not only have deep expertise in web UX, but also experience working for product-led growth (PLG) companies, with a solid foundation in web analytics and growth. This is an exciting opportunity to influence a globally recognized brand website with millions of monthly website visitors.

What you'll be working on

• Develop and execute a roadmap for improving the overall site experience and user growth on surveymonkey.com, leveraging insights from user research, analytics, and market trends.

• Collaborate closely with product, design, engineering, and marketing teams to align on priorities, define requirements, and execute on initiatives to enhance the website.

• Lead cross-functional teams in the ideation, development, and implementation of new features, functionality, and design enhancements to optimize user engagement and conversion.

• Conduct thorough analysis of website performance metrics and user research to identify areas for improvement and inform decision-making.

• Work closely with localization teams to ensure a consistent and high-quality user experience across all localized versions of the website.

• Champion the user perspective throughout the product development process, advocating for their needs and preferences to deliver a best-in-class web experience.

• Define and track key performance indicators (KPIs) to measure the success of website enhancements and iterate on strategies based on data-driven insights.

We'd love to hear from people with

• 5+ years of experience in product management with a focus on web experience, UI/UX design.

• Proven track record of developing and implementing roadmaps to improve websites and/or digital user experiences, such as adding micro-animations and interactivity to improve user engagement with web content.

• Passion for innovation and continuous improvement, with a deep understanding of web design principles, usability best practices and accessibility standards.

• Data-driven mindset with a strong ability to use data to tell compelling stories and drive prioritization of initiatives. Hands-on experience with analytics tools (e.g. Google Analytics, Amplitude, Tableau).

• Strong collaboration and communication skills, with the ability to effectively partner with cross-functional teams and stakeholders at all levels.

• Experience working in an agile development environment and familiarity with collaboration tools such as JIRA, Confluence, and Figma.

• Experience at a product-led growth (PLG) SaaS company.

#LI-remote

Why SurveyMonkey? We're glad you asked

SurveyMonkey is a place where the curious come to grow. We're building an inclusive workplace where people of every background can excel no matter their time zone. At SurveyMonkey, we weave employee feedback and our [core values](#) into everything we do to create forward-looking benefits policies, employee programs, and an award-winning culture, including our annual holiday refresh, our annual [week of service](#), learning and development opportunities like [Curiosity Week](#), and our [C.H.O.I.C.E Fund](#).

Our commitment to an inclusive workplace

SurveyMonkey is an equal opportunity employer committed to providing a workplace free from harassment and discrimination. We celebrate the unique differences of our employees because that is what drives curiosity, innovation, and the success of our business. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, gender identity or expression, age, marital status, veteran status, disability status, pregnancy, parental status, genetic information, political affiliation, or any other status protected by the laws or regulations in the locations where we operate. Accommodations are available for applicants with disabilities.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits