Product Manager, Web Experiences

Phone :
Web :

Job Summary

Vacancy :
Deadline : Aug 12, 2024
Published : Jul 12, 2024
Employment Status : Remote
Experience : Any
Salary :
Gender : Any
Career Level : Any
Qualification :

Job Description

"In today's digital landscape, our website is not just a gateway to our products but a powerful platform for engaging with our customers and showcasing our brand. As the Product Manager for the Absorb website, you will have the unique opportunity to shape our digital presence, drive innovation, and make a meaningful impact on our business and our customers' experiences. Your leadership will be the key to transforming our vision into reality, creating a website that not only meets but exceeds the expectations of our users." **– Saravana Sivanandham, CMO**

About the role:
We are seeking a dedicated and experienced Product Manager to lead the development and enhancement of the Absorb website. Our website is our main lead generation channel, so this role will be high profile with significant executive exposure. The ideal candidate will have approximately 5 years of experience in product management, with a strong track record of driving digital projects to successful completion. This role requires a leader who can strategize, plan, and execute initiatives that will optimize the user experience and meet our business objectives.

Absorb Culture - Absorb LMS

What you'll do:
• Strategic Planning: Develop and execute a comprehensive product strategy for the Absorb website, aligning with the company's overall goals and market trends.
• Roadmap Management: Create, maintain, and communicate a detailed product roadmap that outlines key deliverables, timelines, and resource allocation.
• Prioritization: Ability to dive deep into data to both understand (and frame) opportunities and assess initiatives for their likely impact on the business, prioritize and manage the backlog accordingly
• Break down requirements into user stories with clear acceptance criteria for effective development and testing.
• Regularly communicate project status, progress, and timelines to stakeholders, ensuring transparency and alignment across functional teams including design, development, analytics, brand, etc.
• User Experience Enhancement: Continuously analyze user feedback, website analytics, and market research to identify opportunities for improvement and innovation.
• Oversee prototype creation for design validation and technical feasibility.
• Develop detailed technical specifications for new/existing products.
• Coordinate testing to ensure quality and safety standards adherence.
• Project Management: Lead the end-to-end project lifecycle, from initial concept through to launch, ensuring projects are delivered on time, within scope, and on budget.
• Performance Monitoring: Establish KPIs and utilize analytics tools to measure the success of website features and initiatives, making data-driven decisions to optimize performance.
• Competitive Analysis: Conduct regular competitor analysis to stay abreast of industry trends and incorporate best practices into the website strategy.
• Deliver results. Own business outcomes and be responsible for hitting web experience and website targets.

What you'll bring:
• Educational Background: Bachelor's degree in quantitative field required; an MBA or relevant certification is a plus.
• Experience: Approximately 5 years of experience in product management, with a focus on web development and/ or digital product management
• Familiarity with content management systems (CMS) and website development processes.
• Experience with website analytics tools such as Google Analytics.
• Proficiency in project management tools and methodologies, as well as collaboration tools.
• Demonstrated ability to innovate and drive continuous improvement.
• Deep understanding of user experience principles and web technologies.

Skills and Competencies:
• Proven ability to manage complex projects and lead cross-functional teams.
• Strong analytical skills with a data-driven approach to decision-making.
• Excellent communication and interpersonal skills to effectively collaborate with stakeholders at all levels.
• Ability to adapt to a fast-paced, dynamic environment and manage multiple priorities.

Technologies we use:
Absorb LMS, Google Analytics, Marketo, Salesforce, BigQuery, DBT, Fivetran, PowerBI, Contentful, ZoomInfo, LaneFour, Outreach, Drift, 6Sense, Marketo Measure and more.

Are you ready to become an Absorber?
What we offer:
• Fully remote-first work with flexible work arrangements
• Comprehensive Health and Wellness Benefits including retirement savings programs, eligibility for two different bonus plans, generous time off, comprehensive medical and dental benefits based on your country of location
• New Hire Equipment Allowance and monthly Flex Allowance to support your success
• Endless opportunity for career growth and internal mobility
• Employee driven DE&I programs
• Games room, meditation & yoga space, state of the art workplace for Absorbers in our Calgary office

Who are we?
Absorb Software is a remote-first company that provides online training solutions to leading organizations around the world. Absorb is a cloud-based learning management system (LMS) engineered to inspire learning and fuel business productivity. Our online learning platform combines forward-thinking technology built to scale as our customer's organizations grow. We empower learners to enrich their lives, workplaces and communities.

Our values are simple:
• We achieve exceptional results by genuinely caring about each other and the work we do
• We're united, and we grow through our commitment to elevating continual learning!

Absorb is proud to be an equal opportunity employer, we celebrate diversity and are committed to creating a safe and inclusive environment for all our people. All employment decisions are based on business needs, job requirements and individual qualifications. In the event a current Absorb employee would like to apply for this role they will inform their supervisor prior to submitting their application. Successful candidates for this position will be subject to pre-employment background screening, including a criminal record check and must be able to show proof of legal eligibility to work in the country they have applied to without sponsorship.

Should you require any accommodation during the recruitment process, please indicate this on your application and we will work with you to meet your accessibility needs. For any questions, please contact us at accessiblecareers@absorblms.com

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits