

Product Owner, Digital Product



Phone :
Web :

Job Summary

Vacancy :
Deadline : Jun 15, 2024
Published : May 15, 2024
Employment Status : Full Time
Experience : Any
Salary :
Gender : Any
Career Level : Any
Qualification :

Job Description

Full job description

PRODUCT OWNER, DIGITAL PRODUCT

Groupe Dynamite is a leading fashion digital retailer with two brands at the heart of our success, Garage and Dynamite. With over 300 stores in Canada and the U.S., and more than 4,000 people, we have been making our mark on fashion since 1975.

Our core strengths are rooted in our team, our innovation and our customers. We are proud to hire and retain aspirational leaders who are driven to achieve great things and are recognized for their entrepreneurial spirit.

Job Summary:

Groupe Dynamite is seeking an experienced and passionate Product Owner, Digital Products (Loyalty), to join our Loyalty & CRM team. We are looking for someone who is highly organized, puts customers first, and equally enjoys strategic planning and adapting to change. In this role, you will be responsible for owning and driving continuous improvements regarding our Loyalty program, in addition to driving the product roadmap.

Reporting into the Director of Loyalty & CRM, you will play a key role in translating the Business vision & customer retention objectives for the Garage and Dynamite banners into a robust marketing strategy and product roadmap through discovery & innovation. You will partner with the Marketing and E-comm teams on community events, exclusive invites, and exclusive products. You will also manage your product backlog accordingly to optimize delivery of value for the business, as well as work with a dedicated scrum team focused on implementing the product backlog, and working together with other scrum teams working on co-dependent products and cross-departmental teams for product requirements.

As a Product Owner, you will anticipate and make trade-offs, deliver a fantastic customer experience, all while keeping the business and customer needs top of mind. You'll bring new, innovative ideas to the table, and make a strong case for prioritizing them. You'll join a team of like-minded makers, innovators, and builders who share a commitment to putting the customer first.

Key Responsibilities:

- Partner with IT, E-comm, CRM, Analytics, and Marketing stakeholders to translate business vision and objectives into both a marketing strategy (community events, exclusive invites, exclusive products, etc.) as well as product roadmap through discovery & innovation;
- Clearly articulate both internal and external user problems and solution objectives to guide experience and development;
- Define and deliver on a detailed product roadmap for product detailed pages; Fully own product management across initiatives and teams. Manage product backlog by prioritizing key features that focus on engagement, conversion, performance, and customer retention;
- Define goals and KPIs to measure success of the roadmap. Report on metrics that ladder up to overall business goals;
- Maintain strong relationships with your peers on Product and Technical teams, Creative and Marketings leads, and the end-users of your product;
- Drive feature development from ideation through launch and beyond, including maintaining a vigorous A/B testing backlog for optimizations and de-risking;
- Deeply understand the customer, both individual brands' (Garage and Dynamite) businesses and think creatively about how to create a habit-forming, elevated, and personalized customer experience;
- Partner with internal stakeholders during the planning and execution phases to uncover insights into customer perceptions, problems, and opportunities;
- Understand the industry, competitive landscape, market and technology trends, and customer needs to evolve strategic plans by constantly identifying gaps and opportunities, to allow us to become market leaders;
- Conduct user testing to better understand how customers interact with current products and evaluate market fit of future ideas.

Qualifications:

- A bachelor's degree in a related area;
- 5+ years of experience with web development and product management experience in a fast-pacer consumer-focused industry;
- Ability to oversee and understand system development projects with moderate to high complexity;
- Previous experience with Salesforce is a plus;
- Talent for A/B testing and customer and market research;
- Exceptional stakeholder management skills and strong attention to detail;
- Experience working in an Agile environment and well versed in Scrum and Agile development methodologies;

To be a great fit, you must be...

- A self-starter and ability to work independently;
- Passion for building solutions that matter to customers;
- Demonstrated ability to prioritize and manage competing tasks in a fast-paced, highly ambiguous environment;
- Exceptional technical, business, and customer experience judgment;
- Creative, business oriented, and customer-obsessed;
- Superior written and verbal communication skills; presents effectively to a senior audience;
- Excellent quantitative skills;
- Deep empathy for the customer and a love of problem solving for them;
- Ability to build business relationships across functional teams.

Over and above a competitive salary and bonus plan, registered retirement savings, and flexible group insurance with personalised coverage that meets your needs, you will be at the forefront of a growing organisation that understands the importance of investing in people.

You and your family can enjoy our employee discount at Garage and Dynamite, private sample sales throughout the year and many other exciting perks, including a very flexible vacation program.

Our promise...

No day will be like the last - we aim to be better today than we were yesterday. We are committed to employment equity.

Candidates that are retained will be called for an interview.

Education & Experience

Must Have

Product Management, Agile

Educational Requirements

Compensation & Other Benefits
