

Senior Product Manager



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Phone :

Web :

Job Summary

Vacancy :

Deadline : Jul 26, 2024

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Employment Status : Hybrid

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

Later is founded on two success stories that began in 2014: Mavrck, the industry-leading influencer marketing solution (now Later Influence™), and Later, the best social media management platform (now Later Social™) and first-to-market link in bio tool.

We're trusted by the top social platforms, with partnerships and integrations with Meta, TikTok, X/Twitter, LinkedIn, YouTube, and Pinterest.

In 2024, Mavrck and Later officially joined together as one unified business, with a shared vision: to enable the world to make a living with their creativity. We're now on a mission to build the world's first Social Revenue Platform.

Later will be the first inclusive platform where social media managers, influencer managers, and creators can come together to collaborate on content. We enable marketers to create high-performing content and engage in authentic collaborations with creators to reach new audiences, drive engagement, and generate predictable ROI.

As a trusted partner and go-to source for social media advice, we help create an engaged community for reliable performance and repeatable growth.

About this position:

We're looking for an experienced, mission-driven Senior Product Manager to join us in building out an exciting new feature set for Enterprise Marketing teams. This person will work closely with engineering, design, product, and go to market teams. The ideal candidate is someone who thrives in an entrepreneurial environment with real autonomy and accountability for delivering business results. They will have a strong product background, a well-rounded understanding of current web and mobile technologies, and a passion for data & insights.

What you'll be doing:

- Define strategy and objectives for Later's platform
- Drive improvements in customer satisfaction, and contribute to company growth
- Engage with brands to understand their needs, pain points, and wish lists, then build experiences that surprise and delight
- Drive a culture of experimentation and continuous improvement
- Create industry-leading products that define the future of brand partnerships
- Ship products within a cross-functional team, working closely with design, engineering, customer success, partnerships, marketing, and sales throughout the whole process
- Encourage and lead the team while moving quickly to deliver on business objectives and effectively communicate with stakeholders
- Work directly with executives and founders as the voice of your product team
- Create and monitor the ongoing metrics that measure and define success
- Improve creator satisfaction by developing needle moving products experiences

We are committed to building an inclusive, supportive place for you to do the best and most rewarding work of your career. If you identify with any of the following, we encourage you to apply!

- 5+ years Product Management experience, preferably in a technology or software development environment.
- Experience partnering with Product Designers & Research teams to deliver great user experiences
- Proven track record in collaborating cross-functionally to define product requirements and priorities.
- Expertise building business cases and Product specifications
- Experience defining and communicate the product vision, strategy, and roadmap to stakeholders and the development team.
- Strong analytical and problem-solving skills, with the ability to translate data and insights into actionable product strategies.
- Excellent communication and presentation skills, with the ability to effectively collaborate and influence cross-functional teams.
- Demonstrated ability to manage multiple projects simultaneously and prioritize tasks effectively.
- Familiarity with Agile development methodologies and tools.
- Knowledge of UX/UI principles and practices.
- Strong business acumen and customer-centric mindset.
- Expert data skills (SQL, data visualization, etc)
- Experience building or iterating on a Search or Monitoring platform/product
- Experience building SAAS products and Enterprise features

Our approach to compensation:

We take a market-based & data-driven approach to compensation. We leverage data from trusted third-party compensation sources to help us understand the market value of a role based on function, level, geographic location, and scope. We evaluate compensation bi-annually, including performance and market-related factors.

Our salaries are benchmarked against market Total Cash Compensation for the geographic location of our job posting. Compensation for some roles is structured as On Target Earnings (OTE = base + commission/variable) while for others it is structured as Salary only.

To comply with local legislation and ensure transparency, we share salary ranges on all job postings. Skills, experience and other factors help determine the final salary we offer which may vary from the original range posted.

Additionally, all permanent team members are granted stock options and are eligible to participate in various benefits plans as part of their overall compensation package.

Salary Range:

\$145,000 - 175,000 CAD

Some perks of being on our team:

- **Flexible PTO:** We *want* you to take the time off when you want or need to recharge!
- **Learning & Development:** We provide growth opportunities through training, coaching, mentorship programs, and workshops.
- **Parental benefits:** We offer parental leave top-ups, family forming support, and a life-transitions program to ensure you and your family are well supported when returning to work.
- **Healthcare:** Our comprehensive benefits package includes health, dental, vision, STD & LTD, 401k contribution plans (US-based employees), and an Employee and Family Assistance Program to support the well-being of you and your family.
- **Employee Resource Groups:** Belonging is an important part of doing your best work. These ERGs provide support and community for employees.

*Co-op team members are not eligible for company benefits.

Where we work

We hire into our hub cities of Boston, MA; Vancouver, BC; Toronto, ON. We also have team members based remotely for select positions. We post our positions in the hub location(s) where we are open to having the successful candidate be located.

Diversity, inclusion, and accessibility

We value diversity of thought; we are committed to creating a diverse environment and are proud to be an equal opportunity employer. All applications will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, national origin, disability, or age. Please let us know if you require any accommodations or support during the recruitment process.

#LI-Hybrid

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
