



Phone :

Web :

Job Summary

Vacancy :

Deadline : Sep 07, 2024

Published : Aug 07, 2024

Employment Status : Hybrid

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

What's CrowdRiff?

Good visuals are appealing to the eye, but great visuals tell stories that reignite your desire to discover, spark your creative imagination and even influence what we buy, eat, and do. That's why CrowdRiff exists: to empower destination marketers to showcase their unique destinations through powerful visual storytelling solutions.

▣ CrowdRiff is built around the idea of pushing the boundaries of exploration; and our dedication to finding experiences that feel more authentic and undiscovered make us who we are. We like to think of ourselves as modern-day explorers, who believe in taking action now and thrive in an open, challenging, and encouraging environment.

Our team is a quirky and diverse crew that has one thing in common: our love for great visuals. Picture this. You will contribute to amplifying unique travel experiences like scuba diving in Tahiti ▣, exploring Napa's wine country▣, bungee jumping in Queenstown ▣and much more while having access to some of our amazing travel perks that allow you to immerse yourselves in local communities and culture.

At CrowdRiff, you have the freedom, autonomy, and resources to set the course of your own future along with an incredible crew. We understand that to feel empowered and to keep forging new paths professionally and personally, we need to pull out all the stops. That's why we take a proactive approach and set not only professional but also personal goals for all CrowdRiffers. To make this possible, we offer opportunities related to training, tuition, conferences, workshops, or anything else that will help you achieve your goals under our 'DevDollars' program.

Every day, we work across departments, time zones, and even oceans to reach our goals and delight our customers - all while being remote. If you are looking to make travel an incredible experience today, and for future generations, and are passionate about visuals & tech, you're just our type. ▣

Your Role: Senior Product Manager

As a Senior Product Manager, you will work with a team of engineers, designers and marketers, and drive our next generation of products. The team is responsible for getting the product to launch, building the go to market as well as subsequent phases via a design partner program, and continuing to iterate & add value to this AI driven content planning product suite. The product suite is set to finally round CrowdRiff's value proposition, by integrating inspiration, discovery, information gathering & management, content planning, writing, distribution & analytics. Your work will touch thousands of our customers, and millions of travellers around the world that interact with our customer's websites. If you enjoy tackling complex problems, have a passion for creating exceptional user experiences, and want to work on cutting-edge products, this role is for you.

What You'll Do:

- Own the strategy and execution, and be accountable for driving the impact of CrowdRiff's AI-driven Content Planning product
- Collaborate with product designers, engineers and sales & marketing teams to launch the product. Break down ideas to validate hypotheses incrementally and deliver customer value faster.
- Develop and maintain strong relationships with key customers, gathering feedback and insights to inform product development.
- Stay up-to-date with industry trends and advancements in AI and content marketing, integrating relevant innovations into the product.
- Be an expert on the product and the business. Know your metrics, use them to drive decisions, and iterate based on the data insights.
- Identify first & third party integration opportunities that make the solution wholesome for our customer's content & marketing needs.

What You'll Need:

- 6+ years of experience in product management, with a focus on AI, SaaS, or marketing technology products.
- Proven track record of successfully launching and managing complex products from ideation to market.
- Effectively balance customer needs, stakeholder inputs and organizational goals, demonstrating high agency.
- Passion for innovation and curiosity to learn and stay ahead of industry trends.
- Strong organization skills, with the ability to prioritize and manage multiple tasks in a fast-paced environment.
- Excellent analytical and problem-solving skills, with the ability to make data-driven decisions.
- Exceptional communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams, stakeholders and executives.

Why CrowdRiff?

At CrowdRiff, we don't just believe in wow-ing our customers, but also our employees. That's why, in addition to your competitive salary and medical/dental/vision plan, we offer perks like:

Well-being & growth:

▣ Parental leave

▣▣ Extended learning and development opportunities through our DevDollars program

▣Equity incentives

Flexibility at work:

▣▣Feel-good Fridays with every other Friday off in summer

▣ No-meeting Fridays year-round

▣ Work from home allowance + Flexible work hours

▣ Regular team socials & [team events](#)

Travel:

▣ Up to 8 weeks of vacation

▣ Up to \$3000 towards your next trip

▣ [Travel and work from a country of your choice for 90 days](#)

▣▣ Access to a personal travel concierge

Want to hear more? Visit [our website](#) and learn more about [our team](#).

Upon request, CrowdRiff will provide job applicants with any accommodations they may require for the interview process, candidate assessments, and all other applicable steps within the recruitment and selection process. When requested, CrowdRiff will consult with the applicant to provide suitable accommodations.

CrowdRiff is proud to be a diverse and equal opportunity employer and as such does not discriminate on the basis of race, colour, religion, sex, national origins, age, sexual orientation, disability or any other characteristic protected by applicable laws. Selection decisions are solely based on job-related factors.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
