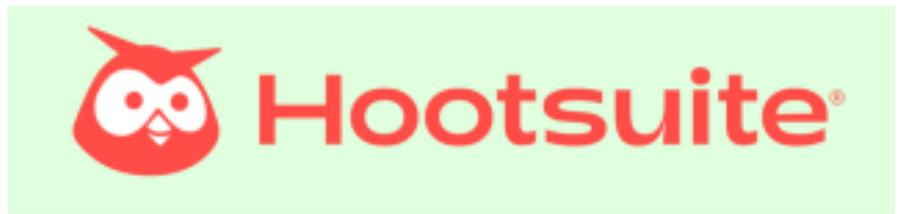


Technical Product Manager

Phone :
Web :



Job Summary

Vacancy :
Deadline : Sep 16, 2024
Published : Aug 16, 2024
Employment Status : Full Time
Experience : Any
Salary :
Gender : Any
Career Level : Any
Qualification :

Job Description

Calgary, Alberta, Canada
Edmonton, Alberta, Canada
Ottawa, Ontario, Canada
Toronto, Ontario, Canada
Vancouver, British Columbia, Canada
Waterloo, Ontario, Canada

ROLE DESCRIPTION:

We're looking for a Technical Product Manager to join the Channel Integrations team, and help drive the strategy, development and implementation of API integrations with social media networks. This role demands a blend of technical expertise, strategic thinking, and leadership. You'll play a key role in enhancing the value we derive from these APIs, aiding in the creation of best in class experiences and feature sets for our customers. You'll be collaborating with cross-functional teams including Social Network Alliances, Engineering, Design, Marketing and Customer Support teams to prioritize and build solutions that harness the capabilities of APIs made available to us from our social media network partners.

WHAT YOU'LL DO:

- Collaborate with cross functional partners and help develop and communicate a clear vision for Social Network API integration that aligns with the company's strategic objectives. Identify opportunities for new integrations and enhancements.
- Lead the product lifecycle for social network API integrations from concept to launch. Create detailed product specifications, user stories, and acceptance criteria.
- Play an active role in managing internal API communications and coordination, acting as the key member of the channel communications process with the Platform Infrastructure team, Publishing Platform teams and other platform teams
- Coordinate API changes and updates across the the Engineering Organization and Product Organization via Jira and other tools
- Work closely with engineering teams to design, develop, and implement robust API integrations. Coordinate with external social network partners for successful integration.
- Collaborate with engineering to form a technical strategy for social network API integrations that aligns with and supports the company's overall business objectives, driving innovation and competitive advantage.
- Collaborate with other Product and Engineering teams in evaluating Alpha, Beta partnership opportunities with Social Networks.
- Work with Engineering teams and Product teams throughout the duration of the Alpha and Beta programs to ensure seamless integration and optimal performance of social network APIs.
- Collaborate with Engineering teams to input work into the program management cycle led by the Program Management Office, including creating Initiatives, Epics, User Stories in Jira, as well as sizing the work, defining scope of the work, and determining timelines
- Coordinate testing efforts, gathering and analyzing user feedback, and iterating on the product based on real-world usage.
- Facilitate communication between internal teams and external partners, ensuring that all stakeholders are informed and aligned on project goals and timelines.
- Conduct comprehensive market research and competitive analysis to inform product strategy. Stay updated on industry trends and advancements in social network APIs.
- Own and review any Product feedback, API feedback and experiment requests from internal and external partners
- Manage multiple API integration projects, ensuring timely delivery and adherence to scope. Utilize Agile/Scrum methodologies to drive project success.
- Work with product, data, customer success and sales teams to understand customer demand and feedback for certain APIs to help prioritize roadmap initiatives
- Review Hootsuite Ideas features requests that pertain to social network APIs
- Advise product managers and engineering teams on developer policies and terms of service.
- Collaborate with marketing, sales, and customer success teams to develop go-to-market strategies and ensure launch readiness. Prepare and execute launch plans, including training materials, documentation, and communication strategies to ensure successful product adoption.
- Monitor the performance of social network API integrations, gathering user feedback and utilizing data-driven insights to inform future development.
- Translate stakeholder requests and company vision into priorities and execution plans with engineers and product managers.
- Share compelling stories on how technical initiatives are critical to customer facing releases and provide visibility into technical product initiatives to the rest of the organization.
- Share learnings and insights with other product teams in order to help them build highly engaging products.

WHAT YOU'LL NEED:

- A post-secondary degree in computer science, business and/or engineering and at least 4 years of Technical Product Management experience, or equivalent combination of education and experience, working in an environment delivering technical roadmaps using agile methodologies
- Solid technical background with experience in various programming languages and software development
- Technical acumen and understanding of APIs, Webhooks & Push Notifications
- Strong understanding of the social media landscape
- Excellent written and verbal communication skills with a demonstrated ability to present complex technical information clearly to developers, peer product managers, and senior leaders
- Ability to lead multiple, contending priorities while retaining attention to details
- Collaboration and Teamwork: works with others to deliver results, meaningfully contributing to the team and prioritizing group needs over individual needs
- Commitment to Results: consistently achieves results, demonstrating high performance, and challenging self and others
- Priority Setting: Clearly understand how to assess the importance of tasks and decisions in the technical world compared to customer facing releases
- Problem Solving: Exceptional problem solving skills, with an ability to navigate complex technical issues, business problems and customer pain points
- Negotiation: successfully obtains commitment to a solution or idea, while maintaining integrity and relationships
- Accountability: holds self and others accountable to meet commitments
- Customer Focus: demonstrates a desire to proactively help and serve internal/external customers meet their needs
- Influence: Asserts own ideas and persuades others, gaining support and commitment and mobilizing people to take action
- Interpersonal Savvy: relates openly and comfortably with diverse groups of people
- Process/Project Management: skilled at figuring out and managing the processes and timelines necessary to get work accomplished
- Resilience, Tolerance for Change/Ambiguity: can effectively cope with change, finding ways to advance work and projects, even in the face of uncertainty
- Self Development: is personally committed to, and actively works to continuously improve

WHO YOU ARE:

- Tenacious. You are determined to succeed, and you are motivated by the success of customers, colleagues and the community.
- Curious. You are always learning and seeking ways to make things better.
- Conscientious. You keep your promises, taking your commitments to others seriously, and you have strong integrity.
- Humble. You lead with humility and empathy, respecting and learning from the perspectives of others.

Share our values: We champion the power of human connection. We're united globally by our shared values of innovation, grit, humility, and passion for customer success.

Make an impact: Working at the speed of social, we create value for our customers by delivering solutions that power relationships at scale. Our pace of work enables fast learning and fosters an environment where you can stretch yourself and make an impact.

Learn and grow: We're committed to growing the capabilities of our people. We are building a learning community where you can work with diverse individuals, explore new ways of thinking, and expand your capabilities. Our employees are teachers and learners who work out loud and share their knowledge to enhance each other's growth.

We are dedicated to building a diverse community, one where employees feel a sense of belonging, and are valued for their contributions and the perspectives they bring. Our purpose is to champion the power of human connection and the heart of connection is inclusion. You belong here.

Accommodations will be provided as requested by candidates taking part in all aspects of the selection process.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
