Messaging and Parental Engagement Product Manager

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| **Location** | UK` |
| **Status** | Approved |
| **Department** | Product |
| **Reporting to** | Head of Product |

# Purpose

This is a fantastic opportunity for an individual to drive the onward strategy for a market leading messaging and parental engagement product set. Whoever takes on this great new opportunity will be a key player, and the businesses top messaging expert, in what is an ambitious and fast-growing messaging related organisation within a growth market.

# Candidate Profile

* 4+ years messaging related Software Product Management, delivering innovative App based end user experience to both B2B and B2C environments. This will probably include previous experience of a fast growing mid-sized and entrepreneurial SAAS business
* In-depth knowledge of the messaging landscape in UK and Europe including: an understanding of a range of messaging systems
* Previous experience as an internal messaging evangelist, educating a business and keeping them up to date with market developments, risk, and compliance issues at a national and international level.
* Strong relationship and partnership management skills able to build valuable external alliances. Ideally this should include involvement in agreeing commercial terms.
* Demonstrated experience of working with data in a secure environment and awareness of data protection initiatives, such as GDPR
* A personality and style that is resilient, enthusiastic, confident, organised, autonomous, and driven

# Principal Responsibilities

* To deliver great user experience, convenience, and security to customers with a particular emphasis on messaging and parental engagement related product functionality.
* Be the messaging and parental engagement evangelist within the business, educating a range of stakeholders on developments within the UK and European messaging landscape
* Relevant experience in SMS/MMS and text messaging, 2-way messaging (Whatsapp, Facebook Messenger, etc.), omni-channel communications, mobile push notifications, email, and modern communication (e.g. RCS) channels to drive forward our messaging strategy
* Review and enhance existing messaging related external partnerships and when required proactively identify new potential commercial partners.
* Maintain a continuous focus on value
* Work in close partnership with Delivery Management team, providing regular key metrics and updates for management reporting

# Immediate Goals

* Become the expert in your products, customers, and the market in which they operate
* Build and develop existing parity assessment to help to identify areas of duplication, product overlap, gaps, or differentiators
* Define onward strategy for messaging and parental engagement across the product portfolio with the aim of doubling parental engagement revenue over the next three years
* Get closer to the customer, analyse the NPS data and get a clear understanding of where current issues are
* Calculate the current CLTV and make present a tangible plan to increase by addition of parental engagement features