



Practera

ASSOCIATE PRODUCT MANAGER - GROWTH & ACQUISITION

Job Description

August 2019

Passionate about education and technology?

We are looking for an entrepreneurial “Associate Product Manager – Growth and Acquisition” with a passion for education to grow and innovate our **technology-enabled service products** across the Practera portfolio. Working directly with our CPO you will be a cornerstone in our mission to make Practera the world’s leading experiential learning platform.

What will you do at Practera?

The product manager role requires you to look for opportunities that no-one else has seen, to scan the horizons as explorer, seeking the problems and points of friction that have been left untouched until now. What can we possibly find that no-one else has found?

The mindset for this kind of approach requires an openness to surprises, a curiosity to wonder why things are as they are and the desire to imagine that there just might be a better way.

Your superpower is to discover valuable problems faced by our internal and external customers through quantitative and qualitative research and communicate solutions in a way that these customers cannot resist to be on-board and buy-in.

You will influence the technology-enabled services strategy and execute on the initiatives to establish Practera as a global leader in the market. You are the expert on the market, our buyers and competitors, and will effectively transfer that knowledge to our internal teams to sharpen our go to market focus.

In this role you will craft the fundamental positioning and messaging to communicate key value and differentiators for your product portfolio. You will also work on road-map initiatives and build launch plans for new products and features.

The right candidate is a creative thinker that can understand complex education environment and has a data-driven mindset to clearly track how product updates and positioning affect Practera's key acquisition, revenue and retention metrics.

Your role in bullet points

As part of the product management function, you will be working towards expanding our customer base and scale our technology-enabled service products across strategic and tactical dimensions.

Strategic: Product Innovation and Growth

- Partner with senior leadership to create a market strategy that is optimised to address target market needs and drives customer demand
- Own and lead the ideation, problem validation and development of innovative products, services and process improvements
- Establish a process to become an expert of our buyers and their decision and buying behaviour
- Perform market and customer data analysis to create and validate product hypotheses
- Support the solution design and implementation phases
- Own the product and feature launches and the communication of product value to sales, business development, customer success and marketing

Tactical: Marketplace Operations

- Support and coordinate product and brand marketing activities
- Support product enquiries from sales and BD
- Coordinate and perform marketing activities to communicate value messages to the target market

We want you to be successful in your new role! That's why on your first day, we'll expect you to bring:

- A big smile on your face :) (We promise, we'll smile back)
- The wish to learn new things quickly and independently
- A bias towards action and the deep desire to become better every day

Requirements

Must-haves

- 1 - 3+ years of product marketing, technical marketing, product management or entrepreneurial experience
- Demonstrable experience defining and launching product features or marketing campaigns that customers loved
- Experience in developing marketing plans and assets (web content, training decks, proposals)
- A Bachelor's degree (or equivalent) in business, marketing, or technology or relevant field of study
- Very strong written and verbal communication skills

Nice-to-haves

- Experience working with cross-functional teams to drive brand positioning and consumer thinking in product strategies and plans
- Experience working within the Marketing Technology space, with an emphasis on branding and content marketing
- Exposure to performing competitive market analysis and customer research
- Brainmates Product Management Framework experience is a plus
- Experience in supporting Sales, Product, and/or Marketing teams in a startup or SME
- Effective leadership, communication and interpersonal skills, with the ability to work in a fast-paced environment

Product Management @ Practera

We define Product Management as the engine that creates value for customers. But – here's the challenge – Product Managers must create customer value that also delivers measurable business value. Product Managers are tasked to look after customer value as well as the organisation's needs.

At Practera, we define Product Management as:

1. A broad function and discipline
2. Responsible for delivering value to the market
3. The gravitational force for all product related knowledge
4. Responsible for imparting information across different teams
5. Something that is performed over time, not occasionally.

Responsibilities of Product Management

As a function, our team of Product Managers is broadly responsible for:

- Conceiving and appraising new ideas
- Planning the design and development of new products or features
- Working with teams to develop new products or features
- Accepting new products or features
- Launching new products and features in market
- Managing and optimising existing products
- Withdrawing existing products from market

Product Management delivers on these responsibilities by:

1. Managing long term plans and objectives
2. Working through short term tactical and operational issues
3. Contending with external market information, market changes and third-party relationships
4. Managing internal expectations and relationships

Product Management is hard. The balancing act between short- and long-term, internal and external expectations can feel as though you're constantly pulled in different directions.

But the challenges you may experience pale in comparison to what you get to be in return. In fact, we agree with Martin Eriksson who said that being a Product Manager is "just about the most fun you can have with your clothes on – certainly the most fun you're going to get paid to do".

Having the best role in the company means that:

- You play witness in your customer's life. You observe, interrogate and solve their problems. Your day-to-day product decisions have an impact.
- Your effort directly contributes to the growth of your company.
- You are multilingual. You speak finance, technical and customer, connecting the dots for all three.
- You occupy two worlds. You plan for the future and participate in the details of product design and development.
- You are a storyteller. You create meaning out of chaos and present information in a consumable, engaging way to a broad audience.
- You are a stateswoman or statesman, bringing stakeholders to a logical conclusion.

It is all of the above plus more. The environments you work in are fast, changing and frantic. You play in a sandpit with technology and other talented professionals. You get to make cool stuff and know that you have changed someone's life.

Product Team Principles

We have a few principles that help Product Managers make the right decisions and build products our customers love, deliver sustainable business benefits and create a respectful and fun working environment.

1. Maximize the impact to the mission.
2. Have a bias for action.
3. Aim for excellence.
4. Use facts, not ego.
5. Be empathetic.
6. Never stop learning.