

Job Title	Senior Product Manager
Company/Department	SnapTu
Location	Tel Aviv
Reports to	VP/Director Product Management
Type of position	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Contractor <input type="checkbox"/> Intern / Student

JOB DESCRIPTION

Snaptu is looking for an intelligent, experienced Mobile Product Manager who is passionate about building the best mobile products. As a Mobile Product Manager on the Snaptu team, you will be responsible for developing product strategy, conceiving of features, defining product requirements, working with a cross functional team through implementation, and performing detailed analysis on features.

Ultimately, Product Management at Snaptu is responsible for building an engaged user-base that positions the company to achieve its overall business objectives. The position requires heavy interaction with Marketing, Business Development, Engineering, and Quality Assurance teams.

Responsibilities:

- Own the roadmap - Develop product strategy that is founded in the needs of Snaptu users, in line with Snaptu's objective to help individuals access the app, engage with it over time and achieve Snaptu's business objectives.
- Know the customer - Partner with Marketing to design & execute qualitative consumer research. This will include fielding surveys, participating in forums, organizing usability sessions. Understanding the needs of Snaptu's users is central to your responsibility as a Product Manager.
- Define the experience - Author product requirements documents (PRD) for a rapidly evolving set of product features. Product requirements will be rooted in detailed use cases as well as quantitative and qualitative analysis.
- Own the product - Partner with engineering and quality assurance through the review of PRD's and the implementation of each release to ensure the best user experience possible.
- Know your numbers - For appropriate initiatives, you will define, maintain and report on a set of metrics that describe adoption, usage and monetization of the feature.
- Control the process – Take charge of Marketing / Product / R&D operations and lead complex product marketing campaigns towards key quantitative goals.

WORK EXPERIENCE REQUIREMENTS

- Passion for Snaptu's mission and vision. Since Snaptu helps people use their favorite web apps from their mobile device for free. You've gotta love that idea.
- 3+ years of Product Management experience at a consumer Internet company, or equivalent experience (strong preference will be given to people with prior mobile product management experience)
- Experience in user interface design, interaction design, information architecture, usability.
- Marketing / Product Marketing acumen
- Attention to details
- Project management abilities
- Strong analytical and problem solving skills (experience with web analytics, comfortable working with data is a big plus).
- Proven track record of shipping successful products
- Excellent written and verbal communication skills
- Experience working in cross-functional teams
- Minimum bachelor's degree from top tier school

EDUCATION REQUIREMENTS

- BA/BS
- MBA +

OTHER REQUIREMENTS

When contacting us, please describe why you're excited about joining Snaptu and why we should be excited about having you join the team.

Date posted

26/6/2010

Contact details

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