Job Title: Product Manager, Growth
Location: HQ, Wallingford, Oxfordshire
Business Area: Product
Reports to: Head of Product

About GTI:

We aim to help students realise their potential in the world of work through technology, content and tools. That's not an easy thing.

We believe in understanding students and partnering with employers, universities, schools and other technology providers.

It's about students finding the right role and employers finding the most suitable candidates. But its more than that – it's about helping young people discover options, develop and build confidence.

The Role Aim:
Own and deliver a continuous roadmap of product optimisations, developing a deep understanding of customer experience, traffic channels, growth and drop-off points. This is a highly autonomous role for a data led Product Manager with a passion for analysing behaviour and trends to make a big difference! The remit is to make meaningful change through experimentation across the full funnel, from traffic channels and acquisition, to engagement, retention and expansion.

The Role Outcomes:
- **Grow new user registrations and KPI outcomes through conversion rate optimisation strategies**
- **Own the product roadmap for supporting business and marketing strategies (definition, stakeholder management, engineering & QA support, launch strategy and performance analysis)**
- **Work closely with engineering teams to support Customer Success and Email Marketing teams in delivering growth, excellent customer experience and loyalty (Personas, KPI ownership, Cohort Tracking, User lifetime modelling, Touchpoint modelling)**
- **Grow organic traffic and conversion outcomes in partnership with Content teams (Educating business on search terms, keywords, trending & high performing funnels, user journey flows & page mark-up)**
- **Maintain and grow relationships with key stakeholders throughout the company**

Main Duties and Responsibilities:
This multi-faceted role will include

- Working closely with our Head of Product, Engineers and Marketing teams to grow the GTI community and engagement levels through transparent product development, feedback and change
- Analysing customer behaviour and data to identify growth opportunities
- Generate and execute ideas through robust experimentation to deliver incremental wins and personalised experiences
- Create and target customer segments and cohorts by creating campaigns that promote different aspects of the customer life cycle (the flywheel)
- Test, measure, and optimise product flows to reach our KPIs
- Support organic traffic optimisation strategies

- Balance traffic and behavioural analytics insight (Google Analytics, Looker, Tableau, Hotjar etc) with direct customer feedback to feed into the product development process and smooth the customer experience

Person Specification:
This role combines data analysis with a creative and disruptive mindset. To excel in this position, you will need to be a dynamic and technically skilled Product Manager with excellent communication and interpersonal skills. You will need to bring high energy and thrive in an environment of rapid change and ambiguity. We're hands-on, humble and curious. We challenge ourselves continuously, soundboard off each other and care passionately about creating career opportunities for our users through collaboration.

- A phenomenal communicator, visually, verbally and in writing. Able to form relationships with a diverse set of colleagues, motivate and bring people with them
- An "end-to-end" product growth manager, able to bring tried-and-tested methods to bear on product challenges and facilitate the development of high-quality features
- Naturally curious with an instinctive understanding for users, extracting meaningful insights and analysing data to inform CRO decisions
- Passionate and excited by the bigger picture to disrupt and challenge
- Balance speed and quality, with a relentless focus on execution and tangible results
- A leader who can take ownership and is driven by real customer & traffic growth

Work Experience, Knowledge & Skills:
- Strong experience in a problem-solving product or growth role
- Experience of working closely with BI & Behavioural analytics tools within a CRO environment
- Proven skills in creating, running and analysing experimentation cycles
- Knowledge of Scrum and Agile development, working closely with engineering teams including backlog prioritisation and user story creation
- High level understanding of a typical tech stack: frontend, backend, APIs

Desired
- SEO optimisation experience highly desirable
- Familiarity with a form of development: web dev, app dev.
- Experience with design tools: Figma, photoshop…

Other Information
- Permanent role – 37.5 hours per week Monday to Friday 9.00 – 5.30pm
- 3-month probationary period
- Training provided
- Market leading benefits package: Contributory Pension up to 5% after passing the 3-month probationary period, Initial 25 day's holiday, enhanced maternity/paternity policies, life assurance scheme.