

# Product Manager

**Hours/week:** 5 days per week (full-time), however we're open to considering 4 days.

**This Position is:** Freelance/contractor working from home. Ideally applicants will live within a time zone that is conducive to working with a line-manager who is based in the UK.

**Travel:** This position will require some international travel.

**For more information please contact:** Lucy McDonald: [lucy@generositypath.org](mailto:lucy@generositypath.org)

**To apply:** Please send your CV, a cover letter and a statement of faith to Lucy.

We love that our Generosity Path team come from all over the world and speak numerous languages. Please be aware that within our organisation the common language is English so applicants need to have excellent oral & written English skills.

*Please note: There is a Genuine Occupational Requirement for the job holder to be a practising Christian, we're looking for someone with:*

- *A vibrant and active Christian faith: this is essential for the credibility and performance of this role*
- *A secure understanding of the Christian faith and ability to engage people in faith issues specifically regarding generosity*

## GENEROSITY PATH

Generosity Path exists to see hearts fully surrendered to Jesus through radical generosity. Over the next 5 years, we want to spark indigenous movements of generosity in every tribe and nation – a first step towards our greater vision to see a world healed through generosity.

Our primary tool to achieve this is the Journey of Generosity (JOG), a simple, interactive experience that creates a space for people to have conversations about faith, life and money. Over four sessions lasting a single day, organised as an overnight retreat, or delivered across four separate sessions, we explore real-life stories of generous givers from around the world, study what the bible has to say about giving, and walk through some through-provoking activities. To date, we have brought together thousands of givers in more than 100 countries across the globe.

Since we are fully and privately funded, we are able to create safe and inspiring environments for people to share without any concern that there will be an appeal for funds.

We believe God is already using Generosity Path to transform lives and are excited for the journey ahead.

## Product Manager

Objective: to lead the ongoing development and implementation of a global Journey of Generosity product strategy, and experience, in response to audience insight and aligned to the vision and strategy of the organisation.

**Reports To:** Product & Marketing Director

### **Develop, implement, and embed a clear product strategy**

- Translate GP's business strategy into a clear, compelling product strategy, updating it as the organisation's priorities change over time
- Translate product strategy into detailed requirements and prototypes
- Develop, maintain, and champion the product roadmap

### **Develop and utilise audience and sector understanding and insight**

- Develop and maintain a curiosity to better understand our target audience(s), building and sharing key insights relating to product that lead to growth
- Work with, and across, the regions to build contextual understanding of target audiences that supports the further development of the product
- Develop and embed the use of metrics and testing to continually improve the product experience

### **Execute product strategy to deliver high quality products**

- Oversee day-to-day delivery of the product experience
- Define and implement projects to support the ongoing enhancement of the end-to-end customer experience, aligned to business priorities. Work closely with key Product & Marketing and Operations stakeholders to bring these to fruition
- Drive action through the organisation to get product updates to market
- Work cross-functionally to deliver best-in-class, compelling content, and tools (printed and video) to continually improve the product experience(s)
- Lead and support the delivery of product innovation projects as required

### **Support the effective marketing of the product**

- Work with Growth team to develop positioning and messaging to effectively communicate and differentiate products in market
- Support the creation and delivery of cost-effective, multi-channel marketing campaigns to support the ongoing growth of the product(s)
- Contribute to the building of a strong customer service culture, integrated as a core element of the product experience

### **Key member of Marketing team supporting organisation wide objectives**

- Where required, support the Growth team in development of strategic partnerships, working both to release the JOG and safeguard the brand
- Work closely with the Operations team to ensure technical understanding and support of a market-leading product
- Oversee the effective use of allocated budgets to support tactical and strategic objectives
- Support the delivery of internal communications as required

### **Experience**

#### **Essential**

- Minimum of 3-5 years' experience in product strategy, management, and marketing
- Demonstrable experience of
  - developing product strategies and roadmaps
  - product development (innovation and renovation) to meet consumer need
  - generating and utilising data-driven audience insight
  - leading and working with third parties to deliver a high-quality user experience
  - delivery of online and offline marketing campaigns
  - managing budgets to deliver an agreed goal
- Able to work well as part of a cross-functional team, working closely with Growth and Operations teams for shared success

#### **Preferred**

- Management and delivery of global products, including translation and contextualisation
- Identification, onboarding and management of third-party consultants and agencies to deliver against an agreed brief
- Leading cross-functional teams to deliver large-scale projects
- Experience of working cross-culturally

### **Person Specification**

- Strong and active Christian faith
- Generous: passionate about the Generosity Path mission
- Curious: as to what makes people tick and how brand / products can meet perceived needs
- Self-starter: able to work from own initiative in disciplined manner
- Critical thinker: able to use both qualitative and quantitative data in decision-making and problem solving
- Creative: an eye for what will engage key audiences
- Emotionally intelligent: aware of who they are and how to adapt when part of a team
- Hungry: to grow in their faith, career, and personal development
- Global perspective: excited by cultural and contextual difference