

Senior Product Manager Product Led Growth

Description

Let's face it, a company whose mission is human transformation better have some fresh thinking about the employer/employee relationship. We do. We can't cram it all in here, but you'll start noticing it from the first interview. Even our candidate experience is different. And when you get an offer from us (and accept it), you get way more than a paycheck. You get a personal BetterUp Coach, a development plan, a trained and coached manager, the most amazing team you've ever met (yes, each with their own personal BetterUp Coach), and most importantly, work that matters. This makes for a remarkably focused and fulfilling work experience. Frankly, it's not for everyone. But for people with fire in their belly, it's a game-changing, career-defining, soul-lifting move. Join us and we promise you the most intense and fulfilling years of your career, doing life-changing work in a fun, inventive, soulful culture. If that sounds exciting and the job description below feels like a fit we really should start talking. BetterUp is looking for a Sr. Product Manager to join our team. In this role, you will play a key part in identifying and executing strategic initiatives to enhance member activation, engagement, and value realization, ultimately contributing to revenue growth in our enterprise business. You will collaborate with top talent to test and implement new product features and optimize existing user flows. Additionally, you will work closely with cross-functional teams, including engineering, marketing, design, content, data science, GenAI and other stakeholders, to ensure the success of initiatives that enhance user experiences and contribute to the overall growth and success of BetterUp. What you'll do: Obsess over our members' journeys in order to identify opportunities to drive outsized impact in member engagement. Identify and articulate key performance indicators (KPIs), establishing clear goals for initiatives. Consistently monitor, analyze, and report on the impact of these initiatives. Prioritize projects based on business impact and available resources. Make strategic and data-based decisions about trade-offs for specific features, balance scope with quality, and communicate to diverse stakeholders, from team members to executives. Take ownership of defining the roadmap for features that drive adoption and engagement in our enterprise business. Guide the development of these features from conceptualization to implementation. Design, implement and measure multivariate A/B tests to show incremental impact across new features and optimizations of current features. Collaborate with Marketing and Tech to deliver a unified lifecycle strategy to drive awareness, adoption, utilization, and retention of strategic high-value features. If you have some or all of the following, please apply: 5-7 years of previous experience as a Product Manager in consumer facing growth-oriented roles. Demonstrated ability to drive revenue impact through increased product adoption, engagement and retention. Proven ability to prioritize using a combination of data, user insights and product intuition, connecting the strategy to user needs, features and metrics in a logical narrative. Strong interpersonal skills, with the ability to communicate and influence different levels of the organization in a remote setting. Comfortable setting up, running, and evaluating the success of a/b experiments in Amplitude. Self-directed and biased towards action. Comfortable in dynamic, fast-paced, and often ambiguous environments, embracing change with a positive mindset. Passionate about our mission to help every professional pursue their life with clarity, purpose, and passion. Computer science degree, MBA, and/or advanced psychology degree is a plus. Benefits: At BetterUp, we are committed to living out our mission every day and that starts with providing benefits that allow our employees to care for themselves, support their families, and give back to their community. Access to BetterUp coaching; one for you and one for a friend or family member. A competitive compensation plan with opportunity for advancement. Medical, dental and vision insurance. Flexible paid time off. Per year:

Hiring organization

BetterUp

Job Location

Austin, Texas, United States

Base Salary

\$ 60000 - \$ 110000

Date posted

May 30, 2024

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All federal/statutory holidays observed 4 BetterUp Inner Work days (<https://www.betterup.co/inner-work>) 5 Volunteer Days to give back Learning and Development stipend Company wide Summer & Winter breaks Year-round charitable contribution of your choice on behalf of BetterUp 401(k) self contribution We are dedicated to building diverse teams that fuel an authentic workplace and sense of belonging for each and every employee. We know applying for a job can be intimidating, please don't hesitate to reach out we encourage everyone interested in joining us to apply. BetterUp Inc. provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, disability, genetics, gender, sexual orientation, age, marital status, veteran status. In addition to federal law requirements, BetterUp Inc. complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training. At BetterUp, we compensate our employees fairly for their work. Base salary is determined by job-related experience, education/training, residence location, as well as market indicators. The range below is representative of base salary only and does not include equity, sales bonus plans (when applicable) and benefits. This range may be modified in the future. The base salary range for this role is \$155,550 - \$233,300. Protecting your privacy and treating your personal information with care is very important to us, and central to the entire BetterUp family. By submitting your application, you acknowledge that your personal information will be processed in accordance with our Applicant Privacy Notice. If you have any questions about the privacy of your personal information or your rights with regards to your personal information, please reach out to support@betterup.co #LI-Remote Please mention the word **IMMACULATE** and tag RMjQuMTQwLjIwNS4xMTA= when applying to show you read the job post completely (#RMjQuMTQwLjIwNS4xMTA=). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via [RemoteOK.com](https://www.RemoteOK.com)