

Product Manager at Conversed.ai

A work day as Product Manager at Conversed.ai

You start your day by designing a new feature for one of the chat products you recently launched for a customer in Singapore. You hop on a short Slack huddle with your colleagues to discuss on-going operations, planning and prioritize work load. Before lunch, you prepare a presentation showcasing the results of a 6 week chatbot pilot test in the Netherlands including a roadmap and proposal for new features. After lunch you have a call with a customer, talking about results, provide project updates, share new feature ideas and sign-off on new optimizations. In the afternoon you work on a launch planning for an upcoming project, test a new feature that just was released by the development team, provide feedback, draw-up some new concepts in Figma or write conversational copy while having a coffee.

In 1 simple sentence

You work directly with customers to design, develop, launch and optimize chat products.

A bit more

As a product manager (PM), you are part of the product operations team, and report to the Head of Product Operations. You are responsible for designing, launching & optimizing high quality chat products (chat bots, live chat, messaging applications) for customers in EMEA & APAC. You will work on individual customer projects, running your own shop from A-Z. You are end-to-end responsible for the chat product design, creation and delivery. You get to be creative and deliver chat products for big brands in Europe and Asia.

The (many) hats you will wear

Chat product specialist, conversational expert, customer fan, user advocate, learner, problem solver, project manager, data analyst, performance marketer, designer, UX & CRO specialist.

Quite a few hats to wear, which make it fun and challenging at the same time. Our team will support you in becoming a badass Product Manager in all things chatbot, conversational commerce, chat automation, customer strategy, concepting, day to day customer interaction, client servicing, effective communications style, launching digital products, data analysis and conversion rate optimization (CRO), flow design, writing technical briefs for developers, balancing commerce, tech and operations.

Where we see this role going

In 3-4 years you'll grow into the role of Senior Product Manager where you'll manage more complex chat products, for more customers while building a small team of specialists around you. You'll grow into a role where you are end-to-end responsible for multiple work streams, managing chat product delivery for a wide range of customers. From sales and contract negotiations to design, roadmap planning, executing tests and optimizing the chat product. Delivering great chat experiences for end users and creating happy Conversed.ai customers.

Product Manager skill set

We're looking for a Product Manager with experience and/or willingness to grow his/her skill set in the following areas:

Discovery

- **Workshop facilitation:** you lead workshops with customers to determine strategy & scope, using a wide range of techniques to deliver concrete outcomes for design;
- **Customer & market research:** you understand the customers' market & challenges;
- **Kickstarting products & projects:** you are the go-to specialist for our customers, aligning the customer & internal teams;

Design

- **New product concepts:** you create & design new creative & feasible chatbot concepts and use cases from scratch;
- **Flow design:** you design chat flows, balancing strategic requirements, UX and technical considerations;
- **Conversational copywriting:** you create bot personas and chat copy with the right tone of voice;

Delivery & launch

- **Collab with DevOps:** you work directly with our technical team inc. hand-over from design to development, briefings, ticketing and optimization;
- **Launch planning:** you lead launch planning of chat products focusing on realistic timelines both customer-facing and internally;
- **Prioritization:** you work together with the Conversed.ai team on prioritization of optimizations and new chat product features across all customers;

Optimization

- **Communicating value & results:** you know how to shape & tell a story to different customers, based on performance data & results, showing the value of the chat product;
- **Conversion Rate Optimization:** you use a data-driven / performance marketing-based approach to chatbot optimization;
- **Testing:** you run rapid testing of new features and ideas for chat products

Stakeholder management

- **Day to day client engagement:** you are the go-to specialist on all things chat for our customers, balancing operational timelines, technical feasibility, UX, political and commercial considerations;
- **Account team leadership:** you guide and lead a client team inc. various departments (digital, brand, marketing, IT, customer care, Ecommerce, Legal)
- **Risk analysis:** you predict red flags and create a strategy to mitigate risks;

Strategy & vision

- **Customer strategy:** you create multi-year conversational strategies based on experience, data and insights;
- **Product vision:** you create a chatbot evolution from MVP to multi-feature product;
- **Roadmap development:** you define and manage roadmaps for multiple customers and are able to prioritize based on customer need, development capacity and tactical planning;

Client retention

- **Identifying new opportunities:** you actively build a roadmap for new features, linking to client business goals based on weekly customer interaction;
- **Proposal development:** you create proposals inc. strategic frameworks, low fidelity mock-ups, business/ROI case and investment level;
- **Contract renewal:** you pitch and get client confirmation on new projects inc. handling administrative processes with procurement and legal teams;

The ideal Product Manager profile is:

- 4-6 years of work experience (digital, product management, UX, performance marketing, E-commerce)
- Bright mind and a natural thinker on a strategic business level
- Proficient sparring partner for our clients
- Structured & pragmatic
- Curious & entrepreneurial
- Driven & self-motivated
- Customer & market focused
- Commercial mindset
- Persuasive & the ability to make decisions
- Fluent in English (additional Asian or European language is a pre)
- Agency / consulting experience is a pre

What we offer

- Working 4 days a week (Mon – Thurs) at full time 40 hour per week salary;
- Salary matching your experience and skillset;
- 8% holiday allowance;
- 25 holidays, you are obliged to take breaks! More is always an option
- NS business card to cover business travel expenses;
- Laptop, mobile phone inc. sim card
- Hybrid working: remote, from home and occasionally in our office in Utrecht/Amsterdam;
- Autonomy and freedom to run your own shop;
- The opportunity to help scale a growing company active in Europe and Asia;
- Meeting free days to focus on deep & creative work;

Our recruitment process

Step 1: an introductory call with Head of Ops

Step 2: if considered, an invite for a 45 min call with one of the founders

Step 3: we will ask you to create a case study & present your case study in-person

Step 4: if case study results are well received, you will receive an offer

Step 5: meet more team members, so you can get a feel for the company

Step 6: start your 1st day at Conversed.ai