

Product Specialist at Conversed.ai

A work day as Product Specialist 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 and planning for upcoming launches. 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, together with the Head of Product Operations, where you talk 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 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. Supported and coached by an experienced team.

A bit more

As a product specialist (PS), you are part of the product operations team, and report to the Head of Product Operations. You work on 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, learning how to run your own shop from A-Z. You are responsible for the project and customer operations, planning, 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 Specialist, and later a Product Manager. You'll grow 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 2-4 years you'll grow into the role of Product Manager where you'll manage projects and chat products for multiple customers by yourself. You'll grow into a role where you are end-to-end responsible for customers and products, managing chat product delivery inc. sales and contract negotiations, design, roadmap planning, executing tests and optimizing the chat product. Delivering great chat experiences for end users and creating happy Conversed.ai customers.

Product Specialist skill set

We're looking for a Product Specialist who's eager and willing to grow his/her skill set in the following areas:

Discovery

- **Customer & market research:** identifying and mapping customers' market & challenges;
- **Kickstarting products & projects:** becoming a go-to specialist for our customers, aligning the customer & internal teams;

Design

- **New product concepts:** creating designing new creative chatbot concepts;
- **Flow design:** learning to design chat flows, blending strategic requirements, UX and technical considerations;
- **Conversational copywriting:** become a writer of 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, creating briefings and tickets;
- **Launch planning:** you lead launch planning of chat products focusing on realistic timelines both customer-facing and internally;

Optimization

- **Communicating value & results:** you learn 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 learn to 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, focusing on operational timelines, technical feasibility and UX

The ideal Product Specialist profile

- 0-2 years of work experience (digital, product management, UX, performance marketing, E-commerce)
- Recent graduate (digital, product management, design, UX, marketing)
- Eager and willing to learn on the job
- Drive to become a product manager
- Pragmatic and hands-on
- Wants to work in an entrepreneurial environment
- Driven & self-motivated
- Fluent in English (additional Asian or European language 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