PM Job Description

We are looking for an experienced Product Manager who is passionate about building digital media/entertainment apps that multi-generational customers love. You will join an awesome fast-growing scrappy group of people and lead cross-functional, international teams to design, build and roll-out products that deliver the company's vision, strategy and financial goals.

Responsibilities

- Gain a deep understanding of customer experience, identify and fill product gaps and generate new feature ideas that grow market share, improve customer experience and drive growth
- Create buy-in for the product vision both internally and with key external partners, including investors
- Develop written product pricing and positioning strategies with qualitative and quantitative research to back up these recommendations
- Translate product strategy into detailed, written requirements and prototypes, including a Tracking Plan, process flows, product requirements docs, Testing Plan, and other necessary documentation.
- Scope and prioritize activities based on business and customer impact
- Oversee the product development schedule, ensuring the engineering teams deliver each release according to scope, within budget, and is adequately tested.
- Develop a thorough user testing feedback loop. This would include written testing plans with goals and target metrics, working with third party testing services, and even representing the company by visiting customers to solicit feedback on company products and services. This qualitative data would then be logged, categorized, and built into future software releases.

Requirements

- Proven work experience in software product management or as an associate product manager, providing documented metrics showing success
- Proven track record of managing all aspects of a successful product throughout its lifecycle, with knowledge of research, documentation, software development, UX/UI, user testing, analytics design and tracking, post mortem analysis, and the like.
- Strong problem-solving skills and willingness to roll up one's sleeves to get the job. This role has key responsibility for the success of the product among the target market. The buck stops with you.
- Skilled at working effectively with cross-functional teams in a matrix organization, acting as a leader to ensure only the highest-standards are upheld, mentoring junior team members, and guiding investors to understand and financially support the product and its mission.
- Excellent written and verbal communication skills, with the ability to distills complex topics into condensed, actionable explanations and recommendations

About Caribu
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Caribu is an education platform that helps parents, extended family, and mentors to read and draw with children when they're not together. The result is an engaging experience in a carefully

designed, curated, and secure platform. An in-app library is where we have hundreds of books from leading children's publishers, in seven languages.

Caribu has 185K downloads with users reading together in 148 countries. We have been generating revenue since day one and have over 100 International and National press mentions about our work. We were also the finalist or winner in 20 pitch competitions garnering awareness, conversions, and ~$100K in cash and prizes. Caribu was featured in the Apple Special event to present the new iPad Air 2, in Apple's "Everything Changes with iPad" TV Campaign, in epsiode #34 of The Pitch podcast, and a Toyota Camry 2018 commercial.

Our co-founders are an EdTech management team. Max, CEO, comes with 15+ years of education expertise as a consultant at the Gates Foundation, Executive Director of Teach For America, and high school teacher. Alvaro, CTO, has 10+ years of engineering expertise and experience in global education systems. Our Head of Design worked at Disney for 8 years designing their apps for children.