

PRODUCT MANAGER I

Department: Product and Project Management Office
Manager: Brenden Forte
Location: San Diego, CA (Secondary Locations: Minneapolis, Remote)
FLSA: Exempt / Full-Time

ABOUT FIGG

Figg is a leading digital advertising platform that drives impactful consumer engagement for some of the most innovative fintechs, financial institutions, and merchants in the United States. We are redefining the way advertisers and consumers connect, utilizing vast payments data, advanced targeting and analytical insights, and a highly configurable platform that enables our clients of all sizes to deliver relevant and rewarding consumer experiences. Our foremost card-linked platform features the most diverse portfolio of advertiser-funded offers designed to drive incremental sales volume and loyalty for all clients in our rapidly expanding ecosystem.

POSITION SUMMARY

The success of the Product Manager role at Figg is predicated on understanding customer problems and creating value through creative solutions!

We empower our product teams to solve hard problems – customer problems and business problems – in ways that our customers love yet work for our business. Our product teams are cross-functional and durable, generally composed of a product manager and several engineers.

We staff our product teams with the skills necessary to come up with effective solutions that are *valuable* (our customers choose to buy or use), *viable* (the solution works within the many constraints of the business), *usable* (the user can figure out how to use) and *feasible* (our engineers have the skills and technology to implement).

It is the Product Manager's job to provide direction through a roadmap of objectives and key results, while prioritizing the most important increments of value to be shipped first.

DUTIES & RESPONSIBILITIES

As a product manager at Figg you will:

- Possess a deep understanding of our customers

- Be an expert on our business (including constraints), the industry (including new trends), and competitive landscape (including risks to our business).
- Translate business strategies into product objectives and key results that will inform the product roadmap.
- Create effective capability roadmaps that are valuable (our customers choose to buy or use) and viable (the solution works within the many constraints of the business), while also being conscious of usability and feasibility.
- Collaborate closely with product designers (for usability) and engineers (for feasibility) to discover effective solutions, and then work together to deliver those solutions to market.
- Prioritize the backlog, lead backlog refinement, sprint planning, and retrospectives to ensure the most valuable increments of work are shipped first.
- Be Accountable to the key results, including ensuring the relevant data is captured for measurement, even when this means having to work through others to achieve the necessary results.
- Able to influence teammates, as well as colleagues, stakeholders, and key executives, through the use of data and logic.

THE IDEAL CANDIDATE

- 2+ years of relevant Product Management Experience (Dev, UX, Strategy, etc.)
- 1+ year' experience with indirect team leadership to include coaching, mentoring, work direction
- Proven ability to analyze complex data sets and leverage that analysis to make data driven product decisions
- Experience and strong understanding of Agile principles, the software development cycle, design research and A/B testing methods, and web analytics
- Ability to understand basic and complex architectural diagrams and data flows
- Proven ability to prioritize new feature launches based on competitive analysis, industry trends, emerging technologies, and company vision
- Knowledge of user experience trends and digital consumer behaviors

REQUIREMENTS

- Certified Scrum Product Owner certification
- Bachelor's degree in IT, Computer Science, Engineering, Business, Marketing, Communications or related field is preferred /but not required

RIGHT TO WORK

- Must have legal right to work in the USA