

## Job description



### **Digital Product Manager: *Director of PlasTICK***

<b>Location:</b>	UK (preferably Totnes) or Athens	<b>Reports to:</b>	CEO
<b>Contract:</b>	Full-time contract	<b>Salary:</b>	Competitive

#### **About Common Seas and PlasTICK**

Common Seas is a social enterprise on a mission to quickly and significantly reduce the amount of plastic waste produced and stop it polluting our rivers and seas. Having established ourselves as both a global thought leader and a highly practical actor in the plastic pollution space, we are now at an extremely exciting stage of growth. We need someone to jump aboard to define and execute strategies for ideas that will deliver lasting change starting with our new Software as a Service (SaaS) product PlasTICK – the world's first plastic reporting and solutions digital platform for tourism and hospitality businesses.

#### **What we're looking for**

We're looking for a bright, driven and hands-on leader to collaborate with designers, engineers and marketers across Common Seas to develop, take to market, scale up and maximise the impact of PlasTICK.

Working closely with our CEO as a key member of Common Seas' leadership team, you'll help shape our developing pipeline of digital products and solutions to support plastic reporting and accounting for businesses and governments in island and coastal nations globally. First off, you'll formulate the vision, strategy and roadmap for PlasTICK – build a deep understanding of user needs and plastic pollution challenges and solutions in the global tourism market, oversee product development, delivery and marketing, articulate what success looks like, and rally a team to turn that vision into reality.

You will take ownership of and shape PlasTICK at an early and critical phase in its development. Our first launch is in Greece where we have a strong local network and in 2023 we plan to scale to other countries. Working with in-country colleagues and stakeholders, you'll test features with businesses to enhance user experience, develop and execute go-to-market strategies and plans, gather feedback, prioritise, and drive continuous improvement.

The role requires a diverse skill set and the ability to integrate many aspects of Common Seas' operations (UX, tech, business). You'll have experience managing digital/technical products from ideation to global markets, working across teams and disciplines to formulate and execute product strategy. Commercially minded, entrepreneurial and creative, you'll be able to deliver your vision through collaborative problem-solving, leadership and project/programme management. Ideal candidates will thrive in a small but growing fast-paced team environment, able to build and maintain effective relationships with diverse team members and stakeholders around the world.

## Responsibilities

### Product Leadership – Strategic Product Activities

- Define the product vision, strategy and roadmap based on market insight and analysis
- Oversee product planning, delivery and marketing throughout the product lifecycle
- Lead virtual, cross-functional product teams to ensure delivery of agreed objectives
- Develop business cases and secure investment
- Oversee the collection, management and prioritisation of stakeholder requirements
- Develop product pricing and positioning strategies, commissioning expert advice and support when appropriate
- Create buy-in for the product vision both internally and with key external partners
- Become the recognized expert in the business on the product and its market, users and competition

### Product Development, Management and Digital/Technical Operations

- Translate product strategy and user requirements into technical specifications and plans (UX/UI design and engineering)
- Develop, implement, and maintain design and build timelines across teams/functions
- Implement effective management:
  - Develop clear project plans including budget and timeline
  - Manage timely delivery and budget control of project plan, with regular progress reporting
  - Manage contracts and work briefs with external consultants
  - Maintain an active and collaborative working relationship with colleagues and stakeholders
  - Monitor, report and improve product performance
  - Identify potential opportunities or issues, and report to the CEO on all matters of importance
- Oversee content development, working with internal colleagues and external consultants to build the best-in-class content for future releases and applications
- Spearhead the development of products, identifying opportunities and working with colleagues and others to define plans and deliver on proposals.

### Business Development and Communications

- Oversee the development and execution of go-to-market strategies, plans and budgets
- Work with internal stakeholders and third parties to establish strategic and commercial partnerships
- Work with colleagues and advisers to design and oversee the implementation of marketing campaigns and business development plans to identify and convert marketing and growth opportunities
- Spearhead the development of creative marketing and communications materials, produce and deliver successful presentations and pitch decks, including for fundraising and potential investors
- Nurture Common Seas' global business and government network, representing Common Seas at external events as appropriate
- Produce internal content as required for briefing, reporting, publicity

## Job Requirements

### Essential

- Undergraduate/Postgraduate degree – ideally in product design, computer science, engineering, business management, environmental science, or equivalent
- Strong professional experience in a digital product management role – ideally SaaS and/or business to business (B2B) knowledge based
- Proven success in overseeing all phases of the product lifecycle
- High effectiveness in leading/coordinating cross-functional teams working remotely
- Experience in overseeing/undertaking the formulation and delivery of finely tuned product marketing strategies
- Solid digital/technical background with understanding of and/or hands-on experience in software development and/or web technologies
- Strong presentation and communication skills
- Able to operate autonomously, deputise for and make decisions on behalf of the CEO confidently and credibly where appropriate – this is a critical leadership role

### Desirable

- Demonstrable knowledge and experience of circular economy solutions
- Demonstrable knowledge and experience of SEM (search engine marketing) and online advertising

### **How to apply:**

If you think this sounds like the role for you, please:

Save your CV and a one-page cover letter (outlining your suitability for the role and specifying your availability) as **one PDF document**

Email your PDF to [recruitment@commonseas.com](mailto:recruitment@commonseas.com) (with your {Full name} and {Digital Product Manager} as the subject line) by **7<sup>th</sup> January 2023**. **Please note: if we find a suitable candidate before then, we will close submissions sooner.**