Our innovative and growing company is looking to fill the role of digital product manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for digital product manager

- Ensure exceptional user experience by evaluating, refining the process and supporting ongoing optimization testing
- Identify opportunities to develop new or improve existing online products and features
- Understand the technology stack and level of effort
- Set project execution priority based on organizational need and roadmap
- Drive strategic direction and prioritization of digital products, including all restaurant websites and the Dine Rewards loyalty website
- Lead customer evangelism to develop products by understanding customer needs, defining customer requirements, articulating the customer journey and defining minimally viable products
- Drive Go-To-Market planning to ensure successful product adoption
- Product development release milestones delivered against plan
- Product development costs maintained within agreed budget tolerances
- Customer satisfaction results for given product set within agreed tolerances

Qualifications for digital product manager

- Enhance user experience and ensure continuous improvement on both desktop and mobile platforms and provide insights into new technology capabilities and enhancements
- Develop and provide on-going optimisations around UX/development of key

- Ensure all pages/sites are correctly tracked and tagged, and build within best practice guidelines
- Mastery of Google Analytics (or comparable analytics tools) and Excel/Google Spreadsheets (tools to process the data)
- Be an active participant in the buy / build / partners decisions including financial analysis
- A background in managing digital technologies with a preference for conversational interfaces and big data products