

eCommerce Product Manager

Job Title: eCommerce Product Manager

Reports to: Vice President of Operations

Job Description:

This highly visible position will own our student facing eCommerce product roadmap. The individual hired will be responsible for the innovation and evolution of our student facing websites (both desktop and mobile) to meet company strategic goals.

Responsibilities:

- Own product roadmap relative to student facing eCommerce development
- Create non-technical requirements for product development by engineering teams, including strategy documents that describe business cases, high-level use cases and in some cases a general technical approach
- Maximize revenue through establishment and evaluation of A/B testing
- Manage continuous ecommerce feature/functional improvements and enhancements based on analytics, competitive research, and changing business needs
- Work with in-house designer or independently to create wireframes or mockups visualizing new product concepts
- Analyze data streams including Google Analytics to understand traffic to website, user behaviors and engagement patterns, and ultimate conversion
- Drive increased traffic through work with internal stakeholder groups including B2C marketing, customer service and account management, as well as from client feedback
- Conduct functionality gap analyses
- Develop and communicate ecommerce roadmaps and release plans to key stakeholders

Skills:

- Must possess strong business acumen; Uses data in decision making
- Highly self-sufficient and motivated
- Extremely organized and able to handle multiple projects at once
- Passion for building and developing new relationships
- Outstanding written and oral communication skills
- Expertise with design and/or management of consumer direct websites

- Excellent written and oral communication skills with the ability to communicate complex concepts to audiences of various levels
- Ability to remain customer focused with a passion for delighting customers and offering unique solutions that exceed expectations
- Ability to reach well-reasoned solutions and solve problems through a thoughtful process of analyzing data
- High level understanding of Google Analytics toolset

Experience:

- Minimum of 3 years of experience in an e-Commerce role, preferably in a business analyst or product management role
- 5 or more years of total work experience
- Direct work experience with web analytics (Google Analytics preferred)
- Understanding and experience with usability software (e.g. Google Optimize) preferred
- Familiarity with wireframe or visualization software to develop ideas a plus
- Proven success with project management a plus

Instructions to Apply

To apply, please submit both a resume as well as a cover letter explaining why you would be a good fit for this position. In the cover letter, please indicate in the first paragraph why this role appeals to you. IF YOU DO NOT SUBMIT A COVER LETTER AND RESUME YOU WILL NOT BE CONSIDERED FOR THIS ROLE.

Company Description

Akademios provides higher education institutions with a full-service online platform to manage course materials, from monitoring adoptions and compliance to purchasing textbooks to measuring utilization. We give school administrators a single platform to streamline course adoptions and meet compliance regulations. For students, the platform simplifies the purchasing and access of materials through a personalized portal that connects with school SIS, LMS, and payment systems.

We are an Equal Opportunity Employer and do not discriminate against any employee or applicant for employment because of race, color, sex, age, national origin, religion, sexual orientation, gender identity, status as a veteran, and basis of disability or any other federal, state, or local protected class.