JOB DESCRIPTION

Job Title: **Associate Product Manager**

Department: **Consumer Media**

Job Purpose: **The Associate Product Manager works with key stakeholders in Consumer Media and Games & Entertainment to support local and global product development on CNET and GameSpot. He/she is responsible for communicating commercial and product developments from the global and local roadmaps, gathering requirements, ensuring local input in global projects, and collaborating with stakeholders and development teams to ensure successful implementation of new or enhanced functionality for our brands. The Associate Product Manager is also responsible for overseeing day-to-day site maintenance and communicating performance against project and site goals.**

Reporting Line: **Product Director, CNET & GameSpot**

Direct Reports: **None**

Working Relationships (internal/external):

- Product Director
- CNET and GameSpot editorial and sales teams, product marketing managers, marketing manager and business intelligence manager
- US-based product managers and project managers for CNET, GameSpot and TV.com
- UK Operations team, including project management, front-end and back-end development teams, and ad operations
- Product managers for other UK-based brands

Main Tasks and Responsibilities:

- Work with Product Director and Publishing Directors to create, spec, and implement local product initiatives designed to drive audience engagement and commercial success on CNET UK and GameSpot UK
- Maintain contact with the US product managers to understand what commercial and editorial product developments are planned, and the progress against those underway
- Communicate US-led and local development plans to UK stakeholders and work with them to understand local implications, decide what to implement locally and/or prioritise
- Create business cases against US projects where a local resource is required
- Gather requirements and present to key brand stakeholders for review
- Work with the Operations team to plan, specify and deliver product development projects
- Test new site features before release, provide feedback and prioritise issues
- Track performance of product and commercial developments to assess success and communicate delivery against metrics to stakeholders
- Where necessary, gather requirements for localisation of TV.com features and test them before release
- Understand Data Warehouse, Omniture and Google Analytics reporting and be responsible for reporting site metrics
- Be responsible for dealing with day-to-day site issues, including recommending actions to be taken, providing feedback on proposed solutions and liaising with Operations team to prioritise and implement
- Be aware of competitive activity and any trends that may be of benefit to the brands

Person Spec:

- Product development experience, preferably in online products; or experience in on-line publishing combined with the desire to move into a product role
- Strong collaboration and interpersonal skills, including the ability to work as part of a team and communicate with stakeholders at all levels across the UK business and in the US, Asia-Pacific and Europe
- Willingness to innovate, explore new ideas and acquire new skills and knowledge
- Ability to help customers prioritise projects and make timely decisions

- Ability to translate business needs into clearly defined requirements and communicate them to project teams, in person, in formal documents, and informally via email and other online tools
- Ability to juggle multiple projects, often with changing requirements and priorities, and deliver within tight deadlines
- Analytical abilities, including use of online analytic tools, ability to identify relevant metrics, experience with user-focused quantitative and qualitative research, and ability to spot trends
- Technical aptitude, especially around content management systems and search-engine optimisation
- User-focused outlook, including an interest in web site usability and user testing
- Attention to detail and a commitment to excellence
- An interest in video gaming and/or consumer electronics
- Degree qualified or equivalent experience

Competencies for Success:

- Composure
- Customer focus
- Interpersonal savvy
- Written communications
- Presentation skills
- Dealing with ambiguity
- Problem solving
- Learning on the fly
- Functional/technical skills
- Business acumen
- Action-oriented

To apply for this position, please email your CV with a covering letter stating your salary expectations to ukhr.recruitment@cbsinteractive.com.

Please state clearly in the subject line which post you are applying for.