

Position: Web Product Manager

Location: Los Angeles, CA

Description: Party Earth is looking for a Digital Product Manager to be the visionary and thought leader of the Party Earth website (www.partyearth.com), mobile applications, and community. This person should be passionate about utilizing the latest web, mobile, and community technologies, have a detailed eye for visual design and interfaces, and be driven to deliver an exceptional user experience revolving around Party Earth content and community.

Responsibilities:

- Drive the vision and document the roadmap of PartyEarth.com and Party Earth mobile applications.
- Manage site and application delivery in an Agile development environment
 - Define and document features
 - Lead design sessions and work with the team/designer to document wireframes, design, and user experience
 - Work with the technical team to bring the vision to life
 - Manage the QA and testing process and work with the team to ensure all features are tested and functioning properly
 - Manage the ongoing maintenance of the products and ongoing issues and bugs
 - Monitor and analyze key metrics in order to continually optimize the product and to report to senior management
- Lead cross-functional teams to plan and launch projects on time, on budget, and to spec
- Serve as the project manager to drive product planning and delivery
 - Develop and document work estimates
 - Maintain the product and project schedules and workplans
- Continually assess the balance of the features, content, marketing, and advertising components of the products to ensure a meaningful experience for users and maximum opportunities for sponsors and advertisers
- Track industry and marketplace trends to continually assess and enhance site functionality and the user experience
- Participate in the ongoing evaluation of new technologies and services
- Solicit feedback from all levels of the organization, including senior management, and prioritize and incorporate relevant feedback into the products
- Monitor user feedback and incorporate into product recommendations
- Collaborate with the content team in maintaining effective methods to load, display, and maintain content
- Collaborate with the marketing team to help build the user base and grow the audience

Qualifications

- Minimum of 6-8 years of relevant web, mobile, and/or community experience
- Minimum of 3 years of experience in managing web and mobile development professionals in an Agile environment
- Experience managing, producing, and/or developing web and mobile technologies – ideally in the media and entertainment industry – including:
 - Content-focused websites (written, photo, video, and user-generated content)
 - User communities/Social networks
 - Content management systems
 - User-generated content

Party Earth – Digital Product Manager

- Mobile sites and mobile applications
- Search features and algorithms
- Search Engine Optimization
- Marketing and advertising components
- Use of third-party sites, tools, and functionality (i.e. Google Maps, Facebook API, Twitter API, You Tube API, etc.)
- E-commerce/store/shopping cart
- E-mail marketing
- Results-oriented self-starter with a high level of initiative, ability to work independently, and strong sense of ownership
- Demonstrated experience in generating ideas for new features and enhancements and the ability to execute on those ideas
- Strong project management, organizational, and prioritization skills and the ability to manage multiple time-sensitive projects
- Excellent leadership skills that inspire others and embrace teamwork and collaboration
- Proven track record driving cross-functional teams to deliver projects on time and within budget
- Understanding of development best practices, current trends in the marketplace, marketing aspects of websites and mobile applications, and the latest user technologies
- Experience leading and executing all phases of the system development lifecycle including analysis/requirements, design, development, testing, and maintenance/operations
- Ability to drive an exceptional visual design and user experience
- Ability to translate business and functional concepts into detailed user stories/requirements documents
- Extreme attention to detail
- Strong business and marketing acumen
- Strong work ethic
- Exceptional verbal and written communication skills
- Ability to work in a “start-up” environment
- Ability to present concepts, ideas, strategy, and metrics to senior management
- Experience with Visio, PowerPoint, Word, and Excel
- BA/BS (preferably in technology, business, or a related field)

About Party Earth

Party Earth (www.partyearth.com) is a global media and entertainment company whose mission is to enable its community of users to maximize their social experiences worldwide. Through its content, media/distribution, and community, Party Earth is a trusted source that delivers unique and valuable recommendations, helping its users find what to do, when to do it, and who to experience it with. The Company currently provides detailed reviews of social venues (i.e. bars, nightclubs, beaches, casinos, parks, plazas) in sixteen cities around the world; a daily calendar of festivals, concerts, and sporting events in these cities including real-time event notifications; and photos capturing moments and experiences from certain festivals and events across the globe. Moreover, the Company ensures that its community members have a personalized experience by enabling them to utilize its content and interact with other users based on their own interests and preferences.

To apply, please submit your resume to careers@partyearth.com.

www.partyearth.com | [Party Earth on Facebook](#)