

## **Senior Product Manager - Charities**

JustGiving is the UK's top charity fundraising destination on the web. Since 2001, 10m users have collected over £530 million for over 8,000 charities, mostly through sponsorship events such as marathons and cycle rides. Nearly a third of the money raised has been from people who say they would not have donated otherwise. Though JustGiving is best known as a consumer destination – for fundraisers, sponsors, and donors – it also fulfils a vital function for charities, who outsource their entire online fundraising processes to us, from secure transaction processing to Gift Aid and data reporting.

Our strategic aim in relation to charities is to reposition JustGiving from a fundraising tool to a strategic fundraising partner. In product terms, this means providing business intelligence, excellent supporter experience, useful supporter data and greater customisation for charities.

### **What it's like to work here**

Well, we think JustGiving is a very interesting place to work. We have a pretty flat structure, with people working in multi-disciplinary project teams to get things done. Everyone who works here has a voice and a stake in the business. We have unusual investors, who believe in growing companies in a balanced, sustainable way (they have yet to take a penny out of the business).

### **About the role**

You will be working directly with our charities team of 8, who serve charities ranging from tiny 'long-tail' operations to household names such as Cancer Research UK and Save the Children. Your mission will be to discover and champion the products that will add the most value for our member charities. You will be visiting charity members on site, leading charity discovery/user groups and making product recommendations, plus working with our user experience team and development teams to take products from concept to delivery.

### **You will:**

- Understand and lead the analysis of charity user needs, competitors and product metrics
- Work with the charities team to build a product roadmap for this audience, and collaborate with the product team and product council to develop a comprehensive roadmap for the business
- Lead the discovery phase to evaluate the opportunities that will deliver greatest value to our charity members
- Collaborate with our user experience team to build and test product prototypes
- Work with the product team and other cross-functional team members to bring products live to the site
- Clearly communicate product benefits to charity users and internal stakeholders
- Work with external third parties to assess partnerships and expansion opportunities
- Help develop short and long term product pricing

### **About you**

- You have at least four years' senior user experience or product management experience, delivering intuitive and engaging applications, preferably for a b2b website or SaaS company
- You have experience of discovering and conceptualising web services and/or data APIs
- You have a proven track record of successful product discovery work, and a passion for listening to customers
- You have strong technical knowledge with a proven ability to express technical concepts and requirements in clear and understandable terms, in both written and verbal form
- A self-starter with high levels of energy, you thrive in a small-company environment and can take ownership of projects from ideation to completion
- An understanding of the not-for-profit sector would be a plus

### **Salary**

Competitive market rates, based on experience.

### **How to apply**

Please send a CV, along with a covering letter describing how you propose to help the JustGiving team improve its offering to charities, to our managing director, [annemarie.huby@justgiving.com](mailto:annemarie.huby@justgiving.com)