Product Manager
Job Spec

We are looking for an experienced Product Manager to join our team and lead the direction of the Love to Ride Platform

About Love to Ride

Love to Ride is the online platform that gets more people riding bikes. We make it easy and fun to encourage our friends and co-workers to ride.

We work with cities, companies and people all over the world to encourage more people to enjoy the benefits of riding a bike.

Checkout this animation to learn more:

https://challengeforchange.wistia.com/medias/7jckx9l8kz

We believe...

We believe that life is much better when we feel happy, healthy, energized and connected to the people and places around us. We believe riding a bike has so many benefits to us individually, to our communities and our world.

We know how good it feels to ride and we want more people to experience this feeling too.

Our Mission

To provide the best online platform and programs in the world for getting more people riding bikes.

The Love to Ride Platform

We have a web-app (www.lovetoride.net) which is our main product. We also have a phone app available for iOS and Android – this is currently being completely rebuilt. We are investing heavily in an entirely new mobile app. To date, we've largely relied on and promoted 3rd party cycling apps who have invested millions of dollars into their apps (e.g. Strava), however, we now see a significant opportunity to develop our own app to do something that the other cycling apps do not do.

Users

Riders
1. New riders
2. Occasional Riders
3. Regular Riders
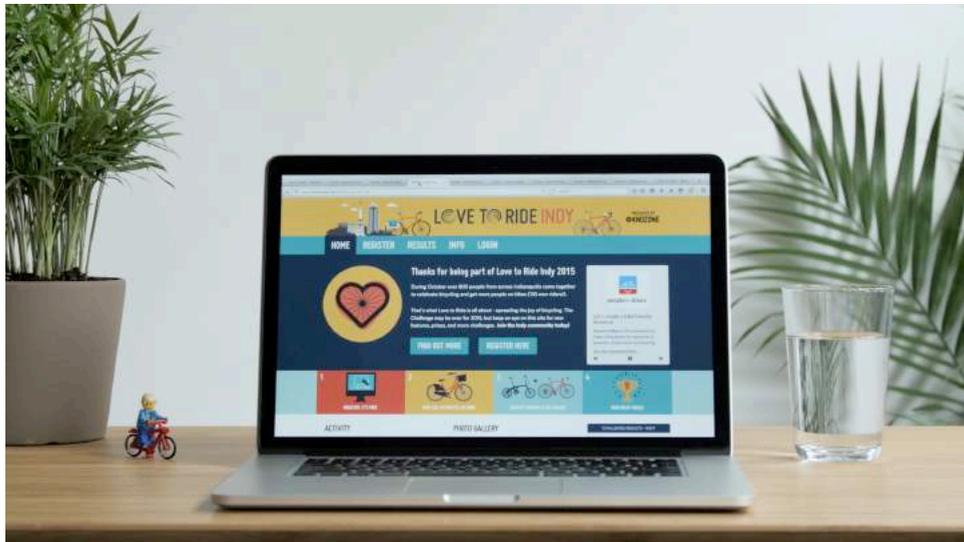
Partners
4. Cities
5. Advocacy Groups
6. Companies

Business Model

Our global online community is free for everyone, everywhere.

We work with cities and businesses around the world to

- Set up local Love to Ride communities
- Run local promotions and online challenges

Our Products

We make money by selling the following:

1. **Local Love to Ride Communities**
2. **Local Campaigns and Challenges**
3. **Corporate Challenges and Incentives Schemes**

Our main product is an online local 'Workplace Bike Challenge' - an inter-business competition to see which organizations can encourage the most staff to ride a bike. – see examples here: www.lovetoride.net/nz and www.lovetoride.net/uk

The Future

We are at an exciting point in Love to Ride's path. Over the last few years, we have refined our approach to getting more people cycling, established a viable business model and now it's ready to scale.

In 2021, we're launching a new phone app that we want to be the best bike commuter app in the world. We're also developing a host of new features to automate more of our workflow and increase our user experience and impact.

There is a significant opportunity to provide a valuable and engaging technology solution that people, cities, governments, bicycle advocates and businesses around the world can use to get more people riding.

About the Role

We are looking for an experienced Product Manager / UX Designer to join our team and lead the product development of the Love to Ride platform.

The role will encompass the strategic direction and day-to-day workflow management of the platforms and platform teams, as well as lead on UX design for both web and mobile apps. We want you to own the user experience of both products and make it easy, fun and rewarding.

Objectives of the Role

The objectives and responsibilities of the role include:

- To develop, own and manage the product roadmap in consultation with the CEO and the rest of the team.
- To manage the work and priorities of the platform teams effectively and efficiently.
- To write detailed specifications for the features we want to build; develop wireframes and UX flows; and either do the mock-ups yourself or work with a UI designer on the mock-ups.
- To undertake research to understand what users and clients want from each platform, how they are currently using it, and how we can improve it.
- To manage and prioritize the backlog.
- To ensure a delightful user experience.
- To ensure the platform and new features are well tested against their specifications, as well as tested for usability and bugs, before they are signed off and pushed live.
- To receive bug reports from staff and users; replicate the issue, write detailed tickets for the dev team to use to debug, and report back to users and staff once the bug is fixed. Note that other staff will help with bug reports, but you will be responsible for prioritizing them and ensuring they get resolved.
- To have fun with us growing and scaling Love to Ride around the world.

Key Attributes

- 2-6 years experience as a Product Manager.
- Experienced in developing great user experiences.
- Experience with UX research and design.
- Experience managing the priorities of a team of engineers.
- Experience in carrying out research to understand what users and customers want.
- Experience working with both web-based platforms and mobile apps preferable because we're designing and building a brand new app in 2021.
- Highly proficient at using collaboration tools like Slack, Productboard and JIRA.
- Experience developing and managing processes for testing new features and code before it is deployed on production.
- Experience carrying out research to understand user/customer needs and wants.
- Excellent written and oral communication skills, as well as presentation skills to both internal and external stakeholders.
- Can work with multiple teams and coordinate different objectives to find the best way forward.
- Strong problem-solving skills.
- Some flexibility on working hours for the occasional meeting outside of normal working hours is appreciated as we have clients and colleagues around the world (0-2 meetings a week might be outside normal work hours).
- Open-minded, collaborative, and friendly.

Package

Competitive salary + benefits.

How to apply

If you think you'd be a great fit for this role, then we'd love to get an application from you.

You can apply via Workable here:

https://apply.workable.com/j/813F17F2C1

Please submit your application by Sunday April 11th, 2021. If you've missed the deadline and you really think you'd be an ideal fit for this role, please do still apply and we'll see where we are in the process.