



Head of Product

Salary:	£50,000 - £55,000 per annum
Location:	Edinburgh
Travel:	10% +
Application Deadline:	30 May 2018

Job Description

Red61 is looking for a talented Head of Product to drive the development and creation of our next generation product. This individual is an experienced business professional who possesses a balance of technical depth and domain knowledge with strong interpersonal skills. Responsibilities include driving product strategy, defining our roadmap and ensuring the voice of our customers are heard. The ideal candidate will be equally comfortable collaborating with cross functional teams on the products strategy and getting deep into the details of understanding customer needs and building requirements.

Most importantly, you are strategically-minded and can create clear objectives which inspire our teams to do great work. You're able to collate an array of feedback from key stakeholders and translate it in a way that makes it easy for team members to prioritise their workload. You understand different perspectives, and can act as a mediator between product, user experience, customer success, sales, and marketing teams, managing expectations and streamlining processes to reach business goals.

About Us

Red61 was founded in 2002 to build a robust and flexible ticketing system that could handle the size and complexity of the Edinburgh Festival Fringe, the world's largest arts festival. Since then, it has put a focus on constant innovation, developing its ground-breaking audience engagement software and solutions that now benefit major cultural venues and arts festivals worldwide. In addition to the Fringe in Edinburgh, Red61 provides ticketing and audience engagement support for events around the world, including the Edmonton International Fringe, Abu Dhabi Science Festival, Adelaide Fringe and Melbourne International Comedy Festival, as well as the Edinburgh International Book Festival. With offices in Scotland, Canada and now Australia, Red61 is expanding to meet the demands of a growing network of clients across the world, looking to build creative and flexible solutions in an ever-changing market.

Responsibilities

- Member of the Senior Management Team
- Responsible for the full lifecycle of our VIA platform, through definition, planning, execution and sustainment
- Proactively conduct quantitative and qualitative analysis to form pragmatic, unbiased, market-based perspectives on business priorities and opportunities

- Track and communicate feature requirements and priorities as part of a roadmap, backlog, or project plan
- Build and maintain the business case for products, including market opportunity models, user personas, and top use cases
- Develop effective customer/partner feedback loops, listen to feedback, understand its implications, and translate feedback into better features and products.
- Be embedded within the R&D team, being the voice of the product at planning meetings as well as being available for questions day-to-day during the sprint
- Be a keen student of technological trends and competition
- Identify opportunities to continually enhance product value as seen by end users as well as partners
- Engage with customers through interviews, small group sessions, and broader market research; gather and understand their pain points, needs, and aspirations
- Adjust the product roadmap based on the scope and feasibility input from the dev team
- Develop and implement a company-wide go-to-market plan, working with all departments to execute
- Assist Marketing team in the go-to-market planning and execution, and messaging and positioning
- Participate in specific sales opportunities (customer demos, roadmap alignment meetings, marketing events etc.)
- Participate in sales enablement initiatives (training, roadmap presentations, etc.)
- Validate the product developed by R&D against the product vision and product requirements
- Track and report on key metrics of product success, including revenue and customer satisfaction

Requirements

- Experience delivering software products and services
- Skilled at agile-based development, having experience with at least scrum and/or other agile methodology
- Experience communicating conceptual ideas, engineering rationale and technical challenges both verbally and visually
- Experience working in a successful product organization, driving development from planning and design to release over multiple iterations internationally
- Experience conducting customer interviews in order to comprehensively understand their market problem. Ability to understand and capture customer needs accurately. Willingness to accept and assimilate new or conflicting information into the product requirements.
- Experience structuring and crafting market requirements using a formal and structured methodology and to implement and/or follow the product planning process component of the product delivery process.
- Have strongly held opinions and principles but willing to be flexible when needed
- Feel a strong passion for technology and a strong aptitude for business strategy

To apply

Please send a CV and covering letter to jobs@red61.com