



DIGITAL PRODUCT MANAGER

Location : Paris

February 2020

Contact:

recruitment@purprojet.com

4, rue de la Pierre Levée 75011 – Paris

www.purprojet.com

I. PUR Projet

PUR Projet is a global leader in supply chain sustainability. We develop socio-environmental projects within the supply chains of our Corporate Partners. Through the economic and social empowerment of local communities and the introduction of sustainable development initiatives at the agricultural level; PUR Projet seeks to address climate change, while regenerating and preserving the ecosystems upon which these supply chains depend. Many of PUR Projet's projects fall within the categories of insetting, regenerative agriculture, agroforestry, forest conservation and landscape restoration.

PUR Projet is an impact driven social business and B Corp, based in Paris, France; with offices in Toronto, Singapore, Bogota and Thailand. We operate programs in >50 countries. PUR Projet has a depth of experience in South America, Asia, Africa and Europe, and is currently expanding its scope within North America. PUR Projet's clients range in size but include large programs with entities such as Nespresso, Burberry, Ben & Jerry's, L'Oreal, Chanel, AccorHotels and Caudalie.

More information on PUR Projet and our work can be found on our website at www.purprojet.com.

II. Job Description

PUR Projet is looking for an agile, pragmatic, creative and impact-driven profile for the position of **Digital Product Manager. Expert in digital projects management with proficiencies in digital marketing**, he/she will work within the Marketing and Communication team and in close relationship with Central Ops (IT centric team) and Programs (Client centric team).

Based in the head office in Paris, the Digital Project Manager will drive digital projects through from initial concept to delivery. He/she will be in charge of the continuous improvement and reporting of current tools (website, tree platform, blog). He/she will also be involved in the strategic analysis, specifications and monitoring of new digital projects to better engage our clients, partners and team.

He/She will be in contact with key customers for the development of new online tree shop platforms and new innovative tools to strengthen user experience.

The goal: Use digital **as a force for good** to empower our team and our clients towards a faster and stronger ecological commitment. This is a key position to be on a fast-learning curve with leading responsibilities !

III. Key responsibilities

Management and continuous improvement of Digital platforms

In coordination with the web agency and IT suppliers, he/she will be in charge of PUR Projet online platforms ensuring both content and technical management.

- Responsible for the website, the blog and PUR Projet tree selling platforms management : elaborate functional specifications, recommendations project management, content creation and supervise technical improvement in coordination with our content manager and IT suppliers,
- Take in charge the Tree Platform evolutions strategy and design for PUR Projet corporate tree platform (based on the commercial strategy and guidelines) and Clients tree platforms (based on Client briefs and requests) requests,
- Manage the launch of PUR Projet new website redesign,
- Monitor Website, Blog and Tree platforms performance through smart reporting and analysis,
- Monitor project resources as well as budget in collaboration with Central Ops team.

Declination of PUR Projet strategy into digital action plan

Under the management of the Marketing Communication and in close collaboration with the Central ops team, she/he will actively manage PUR Projet Digital marketing and structuration

- Based on PUR Projet strategy and commercial guidelines, design an appropriate digital strategy and roadmap for PUR Projet digital marketing environment (Website, Shops, Blog, new tools if any),
- Identify appropriate digital tools to serve the digital roadmap, make recommendation and implement action plan in coordination with Central ops,
- Optimise digital performance through web analysis tools and recommendations (Google Analytics, SEO, SEA)

Contribution to PUR Projet Innovation through digital tools

With close collaboration with Central Ops, PUR Lab team and the com and marketing team, she/he will act as the "innovation referent" at PP, meaning :

- Act as the key contact for clients on new digital projects such as Client specific Tree platforms, (existing projects are tree-shops, eco-calculator),
- Ensure strategic watch regarding digital solutions / start up complementary to PUR Projet activities and if relevant work with the Partnership manager to initiate partnership opportunities,
- Support PUR Projet to innovate in the communication and educational tools : data visualization to highlight and value PUR Projet main KPI's, collaborative, training material, ...
-

4. Profile

- Background in digital project management or Product Owner for 2 to 4 years,
- Strong desire to commit and dedicate his/her experience and energy to a unique socio-environmental business experience, driven by a strong will to contribute to the integration of climate change risks into the world economy,
- Dynamic, excellent relational skills and ability to juggle many projects,
- Attracted by SMB / start-up environment, with the ambition to develop a fast-growing international business - “intrapreneurship” spirit,
- Creative thinker, innovative approach and good aesthetic sense,
- Passion for IT, e-commerce and digital projects.

5. Key skills

- Website / blog management experience, and expertise in the management of Wordpress and UI/UX. Expertise in SEO / SEA,
- Digital and transversal project management (relationships with suppliers, budget and reporting management)
- Solid capacity to translate customer needs into comprehensive specifications
- General knowledge on IT development front and back (HTML/ CSS, Javascript,PHP) general knowledge on CMS,
- User centric mindset within a social and environmental context
- Experience of working with IT developers and Management of IT external agencies
- Agile project management methodologies (Agile & Scrum)
- Excellent organizational and time management skills
- Professional fluency in French and English, Spanish is an advantage.
- Digital proficiency: Suite Office, Google suite

6. Recruitment process

PUR Projet kindly asks that interested candidates submit their CV and a cover letter, describing their motivation and relevant experience, by email to recruitment@purprojet.com with the subject “DIGITAL PRODUCT MANAGER– LAST NAME, FIRST NAME”

It is requested that all submissions are made by 15/03/2020, although telephone interviews may begin before this time for any short-listed candidates who have submitted their documents early.

The candidates shortlisted will receive an email to request a telephone interview. The following stages of the recruitment process will include at the minimum an in-person interview, case study and team meeting. Please be prepared to have three references available upon request.

The successful candidate will start with PUR Projet as soon as possible.