

JOB DESCRIPTION



DIGITAL PRODUCT MANAGER

Location: Toronto, Canada or Paris, France
SEPTEMBER/OCTOBER 2021



CONTACT:
Manel Ramdani

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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 a purpose driven company and B Corp, based in Paris, France; with offices in Toronto, Singapore, Bogota and Thailand. We operate programs in >40 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 Caudelie.

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

PUR Projet Team!

PUR Projet is composed of a group of creative and passionate Team members. We have people from the Program, Projects and Support teams that on any given day may find themselves working abroad, leading field activities with local farming communities to drive ecosystem restoration, attending multinational conferences around the globe; providing media interviews to outlets like Vogue; advising the Canadian Minister of Agriculture; or simply attending zoom calls with the rest of the team across 8 different times zones and with some of the most influential sustainability brands in the world.

We are a close-knit Team that focuses on supporting each other, and sharing energy, ideas and inspiration on a daily basis; and we look forward to bringing in new Team members that share our passion for making change in this great world.

While we are all working from home at the moment, due to COVID, we have fantastic offices in both Paris and Toronto, in the 11th Arrondissement and Riverside neighbourhood respectively, as well as in 5 other locations globally.

All offices work in close collaboration on a daily basis, to achieve our collective goals.

ROLE

PUR Projet is seeking an ambitious, creative and versatile Digital Product Manager to join our Team, either in our Toronto or Paris Office. This individual will coordinate closely with PUR Projet's Marketing, Communications and Digital Teams to develop new and exciting digital projects to support PUR Projet's overall mission to drive ecosystem restoration.

DUTIES & RESPONSIBILITIES

SUMMARY OF RESPONSIBILITIES:

Redesign, manage and take ownership of PUR Projet's global digital marketing and e-commerce assets including, but not limited to, our Website, Digital Shop & Digital presence; in collaboration with PUR Projet's Marketing & Communications Team and any relevant service providers.

INDIVIDUAL RESPONSIBILITIES:

DIGITAL ASSET ROADMAP

- with Central Operations (Digital Infrastructure Team), co-develop and support the management of PUR Projet's digital roadmap, leading on topics and products associated with B2B & B2C marketing, communication and coordination (some items explicitly referenced below)

WEBSITE RE-DESIGN & MANAGEMENT

- lead, coordinate and take ownership of the evolution of PUR Projet's website, blog and other online assets;
- take ownership over the function, maintenance and adaptive management of these digital assets on an ongoing basis;
- coordinate these actions with PUR Projet's Marketing & Communications Team & Digital Infrastructure Teams for content creation;
- coordinate and manage suppliers and developers where relevant.

E-SHOP RE-DESIGN & MANAGEMENT

- lead, coordinate and take ownership of the evolution of PUR Projet's e-commerce assets for both B2C and B2B applications;
- take ownership over the function, maintenance and adaptive management of these digital assets on an ongoing basis;
- manage the interface of PUR Projet's e-commerce assets with the APIs and digital infrastructures of partner organizations where needed;
- coordinate these actions with PUR Projet's Marketing & Communications Team; Digital Infrastructure Team & external suppliers where relevant.

TECHNICAL ONLINE PRESENCE MANAGEMENT

- take ownership of PUR Projet's digital presence in coordination with the Marketing & Communications Team;
- support the release of marketing and communication material across various online platforms including social media, blogs and other venues;
- track the digital KPIs and develop strategies for users rebunds, clic rate, SEO, SEA ...
- optimize the user path
- challenge and optimize the UX and the UI
- analyze, assess and reorient strategies based on digital analytics.

CLIENT SPECIFIC DIGITAL PLATFORMS

- coordinate and execute the implementation of client specific internal and commercial online/digital platforms, websites and tools that integrate with PUR Projet's digital infrastructure;
- interface directly with client digital marketing teams on the design and implementation of such initiatives; &
- take ownership and manage the ongoing functionality of these tools over time, internal or with external service providers.

PROJECT MANAGEMENT

- manage internal & external teams toward the execution of key deliverables; &

- develop and manage project budgets.

TEAM RESPONSIBILITIES:

SUPPORT INNOVATION

- Work with the international team to continually improve PUR Projet's project, management and communications tools and procedures, to ensure PUR Projet continue to offer industry leading services and opportunities to its Clients and Partners; &
- Be creative, and bring forward opportunities and concepts that can improve the impact and sustainability of PUR Projet's projects.

CULTURE & COMMUNITY

- Support a healthy, fun and effective work environment as part of the PUR Projet Team;
- Participate in internal workshops, seminars & social events to help carry PUR Projet's strong sense of community; &
- Demonstrate your individual character, nature and ideology within the Company and support others to do the same.

REPORTING:

The successful Candidate will report to PUR Projet's Brand Manager. The successful Candidate will also be expected to closely collaborate with a number of colleagues based in both the Toronto and Paris Office.

QUALIFICATIONS

EDUCATION:

At PUR Projet we are open to various academic backgrounds as long as the candidate is able to demonstrate experience appropriate with the needs of the role; backgrounds in marketing, communications, software development, computer science will be seen as a plus.

As mentioned, comparable work experience will be considered in lieu of a specific degree where appropriate.

EXPERIENCE:

Minimum of 3 years experience working as a Digital Marketing Manager/Product Owner/Product Manager/Digital Marketing Consultant, or equivalent; working with organizations on B2B and/or B2C offerings.

Any experience working with social or environmental purpose organizations would be seen as a benefit.

SKILLS:

Strong knowledge of e-commerce and web platforms. Extensive experience working with HTML/CSS, Javascript, PHP, Wordpress (or similar platforms), Magento; proficiency in UI/UX, ecommerce CMS, SEO/SEA & Google Analytics at minimum.

Comfort working with various project management methodologies, such as Agile & Scrum.

**PERSONAL
CHARACTERISTICS:**

Digital proficiency in use of basic suites including Microsoft Office & Google.

We are seeking an individual who takes strong responsibility and accountability for their work. An individual who is driven, self-reliant and comfortable working both autonomously and in a team. Strong interpersonal and leadership skills will be seen as a strong asset due to the nature of the work and interaction with clients, partners and beneficiaries of the projects.

The successful candidate will be expected to coordinate and work effectively with diverse stakeholders including IT Developers, External Agencies, Internal Staff and Teams, as well as Clients. It is expected all candidates will be able to demonstrate such collaboration in past work experiences.

LANGUAGES:

Candidates must be fluent in English. Fluency in French is considered a strong asset. Spanish is considered a benefit but not necessary.

LOCATION: The successful candidate will be based out of either the Paris, France or Toronto, Canada Office; located in the 11th Arrondissement and the neighbourhood of Queen St. East respectively.

CONTRACT: Full-Time Permanent (3 Month Probation)

BENEFITS: The benefits available to the candidate are considered to be leading in the industry. The terms of the benefits differ slightly between France and Canada, and will be discussed with the candidate during the first interview.

REQUIREMENTS:

Candidates must have a valid passport, legal right to work in Canada or France. Candidates must have the ability to travel between Canada & France at minimum.

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 manel.ramdani@purprojet.com with the subject 'Digital **Product Manager + Country Wanted**'. All candidates will receive a confirmation email upon receipt. It is kindly requested that all submissions are made by September 15th, 2021, although telephone interviews will begin before this time for any short-listed candidates who have submitted their documents early.

All CVs will be reviewed by the PUR Projet Team. Those candidates shortlisted will receive an email to request a telephone interview. The final two stages of the recruitment process will be an interview and case study. Please be prepared to have three references available upon request.

The successful candidate will start with PUR Projet between September and October 2021.