

Growth Product Manager (m/f/d) - Berlin

Berlin, Germany · Engineering

DESCRIPTION

The growth product manager role at VAI is a new high-paced role that requires a unique blend of user experience and marketing expertise, a customer-centric approach, an experimental mindset, and the drive to test and validate everything. You will work closely with the tech and marketing teams to research growth experiments, execute them, and document your learnings.

We are a young, well-funded FinTech startup in the heart of Berlin. We help SMEs grow by financing their purchases of goods and improving their financial stability in a smart, tech-driven way. You will be responsible for starting growth initiatives, own a growth backlog, and prioritize it together with our CPO.

REQUIREMENTS

Your responsibilities:

- You identify prepare product experiments in a fashion: because we saw data/feedback, we expect this change will cause the impact of X on metric Y
- You select experiments that will go into the sprint during our growth planning session
- You collaborate directly with our fast-paced tech team and our talented UX designer to execute your experiments
- You measure results every week and document your learnings
- You rinse and repeat for Acquisition, Activation, Retention, Referral and Revenue lever

Your profile:

- You have 3+ years of experience within a growth team, ideally in fast-growing B2B tech startups
- You like to build fast and hack new features out rather than strive for perfection
- In your world data trumps personal interpretation and if an experiment fails - you let go of it
- You know your PM and growth tools, such as Jira, NorthStar, Amplitude, wireframing tools, and A/B testing frameworks
- You have previously set up or want to set up a growth process within a company
- You know how to communicate with developers and can meet them halfway
- Your strong marketing background is aligned with an outstanding ownership mentality
- You like getting things done!
- (+) German language skills are a plus
- (+) Fintech or SaaS experience

BENEFITS

We offer you:

- You get a unique opportunity to shape your own path - we truly look for driven individuals and we want you to grow as fast as possible
- You grow together with the company - we plan to eventually move growth into a separate team and we would need a Head of Growth
- You work in a cross-functional environment - got a question? Just ask away without bureaucracy!
- You are part of the core team of young and talented characters at the heart of Berlin
- We provide you with fresh bio fruits, snacks, coffee and beer in our giant kitchen
- We like to cook lunches together (did we mention our kitchen is huge?), play kicker, board games and go to meetups and team events regularly
- We reimburse your BVG-ticket so you can get to and from work free of charge

- We have German classes in the office and also pay for Udemy or similar courses so that you can improve your skills
- As physical activity is essential in staying active and creative, we subsidize your “Urban Sports Club” membership