



As the Senior Product Manager of Digital Experience, you will partner with the Chief Digital Officer, the IT Director of Applications and other key partners to define and execute product objectives, KPIs and the roadmap. You will handle the end-to-end product lifecycle and identify new market opportunities. Defining priorities based upon a solid understanding of consumer and business needs, insights and in-depth data analysis, you will lead in the revolution of our current digital experiences and enable us to achieve this vision.

**Some of What You'll Do:**

- Lead the creation, improvement and growth of the Moose Knuckle's Customer Journey across our digital portfolio including MooseKnucklesCanada .com
- Own the Reporting definition, development and overall management of our customer-facing digital experiences
- Handle the end-to-end product lifecycle and identify new market opportunities
- Define priorities based upon a solid understanding of consumer and business needs, insights and in-depth data analysis
- Responsible for identifying, defining, designing, implementing and maintaining solutions to improve the customer experience through the introduction of new features / functionalities and the improvement of existing ecommerce features / functionalities.
- Effectively and appropriately coordinates resources to achieve business goals and impact change across the Moose Knuckles Digital ecosystem, while embodying the principles of product management and being a constant champion for our consumers.
- Identify the strategic product implications and opportunities resulting from major corporate strategies and change initiatives.

**Some of What You'll Need:**

- Minimum 3 years of consumer internet / ecommerce product management experience, preferably during growth-stages of ecommerce business.
- Minimum 3 years of experience in creating scope documents, functional business requirement specifications and use cases.
- Minimum 2 years of experience in user acceptance testing (UAT), usability testing, and A/B testing methodologies.
- Experience managing a team
- Knowledge of product strategy and vision to build and effectively foster a data-driven and market-informed product vision and strategy
- Ability to prioritize and effectively craft project plans based on priorities, setting clear/measurable objectives and deploying team resources appropriately to achieve business and security goals
- Experience shaping product direction and execution based on customer needs
- Experience leading and motivating teams to deliver successful business and technical initiatives

The logo for MOOSE KNUCKLES features a stylized black silhouette of a moose head above the text "MOOSE KNUCKLES" in a bold, serif font. The letter "O" in "MOOSE" is replaced by a white circle.

# MOOSE KNUCKLES

**Some of Who You are:**

- Excellent oral and written communication skills
- A natural problem-solver, who is also intuitively analytical and creative
- Business-driven with a passion for technology
- A fast learner that can quickly synthesize ideas, information, and options into a strategy
- Entrepreneurial in spirit with the ability to embrace rapid change and are comfortable with uncertainty.
- An excellent multitasker who is happy to wear lots of different hats.