

**JOB TITLE:** Product Manager, Paddy Power Sports

**REPORTING LINE:** Head of Product, Paddy Power

**JOB LOCATION/OFFICE:** Dublin/London/Porto

#### **ROLE OVERVIEW/PURPOSE:**

*Reporting to the Head of Product Paddy Power, the Product Manager will be responsible for managing the product on the Paddy Power brand aligned to the Paddy Power strategic goals.*

*Based on customer needs and business objectives, this role will be responsible for delivering a market leading product experience for sports bettors through the distinctive Paddy Power brand.*

*You will be obsessed with how Paddy Power customers interact with our products, using data and insights to ensure we develop a pipeline of compelling products that differentiate Paddy Power in the minds of our customers.*

*You will also work closely with a broader community of product managers across PPB, SBG and the wider Flutter community to share and leverage best practice to improve performance and efficiency.*

#### **ACCOUNTABILITIES:**

The Product Manager Paddy Power Sports will:

##### Customer Focus

- Be metric obsessed, monitoring and reporting on product and customer KPIs, aligned to strategic goals
- Work with the Paddy Power Product team to clearly articulate the respective customer “why” behind initiatives
- Understand distinct segment personas, drivers of performance, behavioural attributes pain points and customer journeys and use evidence to demonstrate customer needs
- Work with i) Strategy & Insights and ii) Product Analytics to gather and manage product feedback through surveys, user research, customer data & analytics and A/B testing when required
- Capture and translate user needs into requirements and priorities

##### Develop the Product Strategy for Paddy Power

- Be responsible for developing and maintaining the Paddy Power Sports roadmap ensuring it is aligned to the UK&I and Paddy Power strategy and goals
- Liaise with the Head of Product to agree development objectives and translate into prioritised and measurable goals
- Provide clear product direction and focus on measurable outcomes and success metrics, not solutions

##### Product Lifecycle Management

- Live and breathe evidence-based product development and day-to-day management
- Be accountable for achieving product KPIs aligned to Paddy Power strategy and Outcomes
- Obsess about driving positive impact to Paddy Power, measuring, tracking and reporting on key product performance and ensuring all stakeholders across teams are aligned to product specific goals
- Work with Customer Support, P&L, Trading and Technical teams to identify opportunities and improve product performance
- Co-ordinate competitor and market activity monitoring and continuously assess strengths, weaknesses and opportunities for the Paddy Power product
- Lead on product launches with marketing and P&L teams

##### Stakeholder management

- Ensure all initiatives have defined customer needs, clearly articulated business cases and time-based success metrics that are agreed with key stakeholders
- Collaborate with stakeholders to define & communicate the product outcomes
- Work collaboratively with stakeholders to ensure buy-in, alignment and successful delivery of the PPB roadmap vs. success metrics

#### Leadership

- Assist in identifying and developing top talent both external to the team and within the team
- Mentor junior members of the team i.e. Product exec or grad to develop their skillset
- Champion ideation sessions within and beyond the product management team
- Identify global product synergies and look to drive relationships across the Group

### BEHAVIOURAL COMPETENCIES

The Product Manager will be...

- **Customer Obsessed:** Builds and maintains strong relationships with stakeholders; champions the needs of customers and the importance of exceeding expectations; builds and delivers solutions that exceed customer expectations; prioritises customer satisfaction and builds commitment in others to provide outstanding service
- **Effective Communicator:** Provides clarity on goals; is effective in all types of communication; adjusts communication style to fit the audience; consistently communicates the product vision and to inspire, energise and motivate others throughout PPB; ensures others understand how their efforts positively impact the bigger picture
- **Quality Decision Maker:** Makes quality, long and short-term decisions considering various inputs and through collaborating effectively; regularly practices and encourages cross-functional problem solving and decision making
- **Wins Together:** Gains trust and support of others; can establish and engage networks to get stuff done; seeks out opportunities to partner across organisational boundaries
- **Nimble:** Is energised by new and unfamiliar situations and can learn quickly when faced with new situations and be open to new ideas and ways of working; proactively shares lessons learned across the organisation
- **Hungry for Results:** Drives teams in the matrix to achieve and exceed results with agility, pace and energy through high impact, bold and challenging objectives; always takes accountability for results and can cut across silos to make the right decisions that they and others can be proud of; develops a strong reputation with stakeholders for being trusted, fair and for doing what's right
- **Commercially Savvy:** Aware of emerging external factors and changing market dynamics; has good understanding of business drivers and the industry to guide decisions and lead others

### EDUCATION, QUALIFICATIONS & EXPERIENCE

- Degree level education – Masters would be an advantage
- 5+ years' experience working in a product capacity in an online business
- Proven ability owning complex online products and working with senior stakeholders
- Track record of outperformance vs. peers
- Combination of industry and non-industry experience preferred
- People management experience preferred

*By submitting your application online, you agree that your details will be used to progress your application. If your application is successful, your details will be used to administer your HR record. If your application is unsuccessful, we will retain your details for a period no longer than two years, to consider you for prospective Paddy Power Betfair roles.*

