ROOFERS®
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Job Title	Website product manager and business development
Reports To	COO
Pay Range	$30.00/hour
Exempt/Non-exempt	Non-exempt
Summary	The website product manager oversees the strategy, development, business development performance of The Coffee Shops sites, with an initial focus on the development and launch of the newest OutdoorCoffeeShop. You will play a pivotal role in developing new customers, shaping the user experience, ensuring optimal site functionality and driving traffic and conversions. Must have a deep understanding of web technologies, UX/UI design, business development, analytics and project management, with a proven track record of delivering successful web products.
RCS Core Values	• **Community-forward -** Coffee Shop crew members are dedicated to cultivating community. Crew members create community by engaging with and including all people within The Coffee Shops and the industries, creating space for those who need it and treating all with respect. • **Empowered -** Coffee Shop crew members are empowered to advocate for themselves, their colleagues and their clients. Our empowered crew strives for the betterment of ourselves, our families, our company and our industries. • **Changemaker -** Coffee Shop crew members are changemakers. They are willing to try new or different ways of doing things within The Coffee Shops and in our industries. They bring creative solutions to the table as well as ideas for new initiatives. • **On-it!** - "On-it!" crew members understand there is a sense of urgency with all tasks and are equally responsive to messages, problems and inquiries from both customers and coworkers. "On-it!" crew members are tenacious – determined to succeed, see tasks through to completion and solve problems big and small. All employees of RCS will have demonstrated a commitment to the above core values.
Primary Responsibilities	• Manage the end-to-end product development lifecycle, from ideation to launch and iteration. • Develop and own the website product roadmap aligned with business goals and user needs. • Ongoing business development and sales to grow advertising and engagement. • Work with account managers to onboard new customers. • Conduct competitive analysis, industry research and customer feedback to identify new opportunities for growth and site enhancements. • Work with cross-functional teams (development, design, marketing) to execute projects that enhance the user experience and site functionality. • Define and prioritize features, improvements and bug fixes. • Work closely with the development team to ensure technical feasibility of new features and improvements. • Manage website integrations with other platforms (e.g., CMS, CRM, third-party tools) to ensure seamless user experience and data flow.

	• Maintain a clear understanding of web technologies and stay updated on emerging trends and best practices. • Act as a liaison between business, design and technical teams to ensure alignment on product priorities and timelines. • Provide training and support to internal teams on website features and functionalities. • Monitor and analyze website traffic, conversion rates, user behavior and performance metrics using analytics tools (e.g., Google Analytics). • Continuously identify opportunities for optimization, including page load speed, SEO improvements and conversion funnel enhancements.
Knowledge, Skill and Experience Requirements	• Bachelor's degree in marketing, business, computer science or related field. • 3+ years of experience in product management, with a focus on websites, eCommerce or digital products. • Strong understanding of web development processes, UX/UI design principles • Experience with content management systems and web analytics platforms • Proficiency in project management tools and agile development methodologies. • Excellent communication, leadership and organizational skills. • Ability to work in a fast-paced environment, manage multiple priorities and meet deadlines.
Knowledge, Skill and Experience Preferences	• Experience with SEO best practices and tools. • Knowledge of front-end technologies (HTML, CSS, JavaScript) is a plus. • Familiarity with UX research and customer feedback tools • Familiarity with project management software (Basecamp)
Working Conditions	• Home office or remote office • Work computer provided • Phone provided by RCS