Product Manager | Job Description

About Scratch
Scratch is a creative programming language and the world's largest online coding community for children and teens. Children around the world use Scratch and ScratchJr to create their own interactive games, stories, and animations – and share their creations with one another. In the process, they learn to think creatively, reason systematically, and work collaboratively. In 2022, more than 33+ million young people around the world created projects with Scratch.

The Scratch Foundation
Since its creation at the MIT Media Lab in 2007, Scratch use has grown dramatically. More than 120,000,000 people from every country in the world have created more than a billion Scratch projects. At the Scratch Foundation, we're responding to this growth by focusing on four strategic priorities: diversifying revenue sources; maintaining a high quality experience for our existing users; re-engineering the platform; and implementing our programmatic and research work.

Position Overview
The Product Manager will join the Scratch Foundation during an exciting phase of growth, as Scratch works to modernize its platform, diversifies revenue, and responds to AI and other emerging technologies to deliver on product enhancements that support creative learning and children's well-being. The Product Manager reports to and works closely with the Head of Product to deliver high priority initiatives and features to market as defined by the organization's strategic priorities.

Responsibilities

1. **Product Strategy**
    a. Develop sprint and deployment plans aligned to strategic priorities.
    b. Scope projects and define key metrics aligned with project outcomes alongside product goals and organizational vision
    c. Leverage data, market trends and insight and customer feedback to identify opportunities to evolve the Scratch offering and deliver value to learners.
    d. Create and maintain product roadmaps and define projects in collaboration with cross-functional teams.

2. **Project Management and Execution**
    a. Manage multiple cross-functional workstreams to deliver project outcomes aligned with product and organizational vision.
    b. Shepherd and champion agile ceremonies, working closely with Engineering leadership and teams through routine delivery of software to Production.

c. Own the product backlog(s), maintaining consistent prioritization of efforts, facilitating refinement ceremonies with agile teams.
d. Document functional requirements and acceptance criteria for features, epics and stories, in collaboration with the agile team(s).
e. Establish key performance metrics and monitor outcomes post-deployment to market.

3**. Business Analysis**
a. Work with internal and external stakeholders to capture requirements necessary to inform strategy, product and technical design.
b. Create assets necessary to advance product development, including, business requirements documents, functional design specifications, user-stories, and acceptance criteria.
c. Collaborate with product's Design and Labs teams to lead and execute ongoing user interviews, usability and play tests, A/B tests, etc, sharing key findings with leadership and agile team(s).
d. Other duties as assigned

Qualifications

● 5-7 years of relevant experience as a Product Manager/Owner (strongly preferred), or in an adjacent and overlapping role (i.e. UX lead, Business Analyst)
● Prior experience developing digital products within relevant education technology contexts: schools, communities of children, game-based learning.
● Experience delivering web-based and/or mobile solutions to market, operating in Agile/Scrum environments
● Ability to manage hybrid product workstreams, navigating co-located, remote, internal and/or vendor personnel.
● Experience defining user needs; producing well-articulated documentation; crafting artifacts (presentations, workflow diagrams, etc.) and capturing business/functional requirements that are consumable by technical and non-technical audiences.
● Experience leveraging lean/agile methodologies and design-thinking principles: developing assumptions and hypotheses, performing A/B tests, developing personas, etc.
● Ability to distill data to inform key decisions and identify actionable insights from usage profiles and analytic tools.
● Leadership qualities that embody a collaborative, inclusive, and proactive approach to problem-solving.
● Familiarity with Scratch and the potential that technologies to positively impact the ways in which people can explore, create, learn, and connect with one another is
● a plus!

This position pays between $85,000 - $125,000 and is a full time, exempt, remote position that is based in the New York City area.To apply, please submit your resume/CV and a cover letter to hr@scratch.mit.edu. We will begin reviewing résumés 2/1/2024

The Scratch Foundation is an equal-opportunity employer. Scratch welcomes people of all ages, races, ethnicities, religions, abilities, sexual orientations, and gender identities. We especially encourage historically marginalized identities to apply.