



95 Percent Group LLC Position Description

Date: August 2022

Hourly or Salaried: Salaried

Title: Product Manager – Literacy Intervention

Exempt or Non-Exempt: Exempt

Reports to: Chief Product Officer

Full-time or Part-time: Full-time

Position Summary:

The Product Manager will have a deep understanding of the literacy market and make strategic recommendations for new print and digital product development, as well as improvements to existing products, based on customer feedback and input from internal customer-facing teams. The Product Manager collaborates with stakeholders across teams and subject-matter experts to ensure the organization is delivering high-quality, evidenced-based literacy products that meet customer needs and deliver a high return on investment.

Essential Responsibilities:

- Assist in developing and driving product strategies that deliver high-quality, evidence-based print and digital literacy solutions.
- Coordinate and conduct market and user research to inform product development.
- Synthesize feedback from external and internal sources to inform product development priorities.
- Develop a deep understanding of the competition, conduct competitive analyses (including pricing), and share with customer-facing teams.
- Develop positioning documentation to assist marketing and sales efforts.
- Collaborate closely with product teams to define requirements and user experience for digital products.
- Train internal staff on new product offerings and changes to existing offerings.
- Consistently integrate data and customer feedback into product decisions, and ensure the voice of the customer is heard in all products.
- Assist in the communication of product strategy, status, and priorities to key stakeholders and other internal staff across 95 Percent Group.
- Work collaboratively with Marketing team to create and share solution messaging across the portfolio to clearly-articulate our value proposition.
- Assist in producing product presentations and demos.
- Provide product support for Sales and Professional Development staff.
- Visit schools to understand how our products are used in the classroom and to gather feedback on what's working well and what can be improved.

Skills and Qualifications:

- Bachelor's degree or above
- 5+ years professional experience in product marketing, product management, or product development
- Strong understanding of early literacy and the educational publishing market
- Ability to prioritize based on most pervasive customer needs
- Experience in building or managing digital products
- Experience creating positioning materials and customer-facing product documentation

Physical Requirements/Work Environment:

- The use of standard office equipment/computers and/or level of physical work required
- The work environment is an (office, classroom) with a (low/average) noise level
- 10-15% travel required

Company Description:

95 Percent Group is a leader in literacy instruction for pre-K through grade 8 across the U.S. The company offers professional development training for teachers and administrators as well as print and online products to assist teachers with literacy instruction. 95 Percent Group's comprehensive educational consulting, professional development, diagnostic assessments, and instructional materials help schools deliver instruction that consistently and significantly increase reading achievement.

The company was founded in 2005 and is based in Lincolnshire, IL (northwest suburban Chicago). Its customers are primarily school districts across the U.S., and they are served by consultants who travel for on-site training as well as through online training.

95 Percent Group has a fully engaged and highly committed leadership team who cares deeply about our mission. We've hired the best from inside and outside the industry. This is a tremendous opportunity to join a company positioned for continued significant growth. An added plus is knowing that what you're doing every day is making a significant difference in children's lives. Come work with a group of smart, fun, passionate professionals who value creativity, innovation, and making an impact.

95 Percent Group, LLC is an equal opportunity employer and will consider all applications without regards to race, sex, age, color, religion, national origin, veteran status disability, sexual orientation, gender identity, genetic information or any characteristic protected by law.

Apply for Product Manager - Literacy Intervention using the link below:

https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=26829572-58e7-42eb-a813-ac5f212a3c53&cclId=19000101_000001&jobId=440916&lang=en_US&source=CC4