



PRODUCT MANAGER JOB DESCRIPTION

ABOUT PACIFIKO.COM

Pacifiko.com is an e-commerce start-up looking to provide first class online shopping experience to customers in Costa Rica, Guatemala, and various countries in Latin America. We are building a world class e-commerce platform in the region, using technology and operations to scale. We have a growth plan to deliver value to customers throughout the region. For more information, here is what the Press says about us: [Forbes Centroamerica](#), [Revista Summa](#).

WHY JOIN PACIFIKO

There are several reasons why join Pacifiko, here are a some of them:

- Our mission: we are building a world class solution which will improve people's lives, by giving them convenience on several fronts.
- Professional growth opportunities: we give important areas of responsibility. You will own them from your first day. What you do will make an impact on millions.
- Technology and e-commerce: we are an e-commerce platform and technology is our backbone.
- Startup/entrepreneurship: we are a startup funded by venture capital model and you will get to experience the full ride of being part of a fast-growing startup.
- Continuous learning: you will learn a lot about several areas and situations.
- Work with a great team: our team is formed by a diverse set of people with a common vision to create value for customers
- Competitive compensation: we offer competitive compensation and growth opportunities for the long term
- Growth: we are growing fast and being in a high growth environment is always fun!

JOB DESCRIPTION

At Pacifiko, we are proud to be building a world class e-commerce experience for millions of customers in Latin America. To help us continue to grow our offerings, we're in search of product managers to lead our multi-disciplinary development team. As an ideal candidate, you will have a keen eye for gaps in consumer product offerings and the innovative mindset to fill them. You're a highly skilled market analyst with a proven ability to strategize the full lifecycle of product production — from conception through release.

OBJECTIVES

- Drive the product and business-planning process across cross-functional teams of the company
- Analyze consumer needs, current market trends, and potential partnerships from an ROI and build vs. buy perspective
- Assess current competitor offerings, seeking opportunities for differentiation
- Develop and drive product requirements and develop appropriate programs to ensure they're successful achieved
- Develop, implement, and maintain production timelines across multiple departments
- Appraise new product ideas and strategize appropriate to-market plans

RESPONSIBILITIES

- Drive the execution of all product lifecycle processes for products, including product research, market research, competitive analysis, planning, positioning, roadmap development, requirements development, and product launch
- Translate product strategy into detailed requirements for prototype construction and final product development by engineering teams
- Create product strategy documents that describe business cases, high-level use cases, technical requirements, revenue, and ROI
- Analyze market data to develop sales strategies, and define product objectives for effective marketing communications plans
- Collaborate closely with engineering, production, marketing, and sales teams on the development, QA, and release of products and balance of resources to ensure success for the entire organization
- Develop product positioning and messaging that differentiates Pacifiko and its features across primary market segments

BASIC QUALIFICATIONS

- Graduated from university, or in last semester of university, pursuing engineering, accounting, data science, mathematics, business administration, finance, economics, marketing degree or related field
- Strong quantitative skills for data driven decisions, attention to detail
- Exceptional interpersonal and communication (verbal and written) skills
- Planning, prioritization, and time-management skills
- Interested in e-commerce and customer obsessed
- Interested in learning, owning key deliverables, and making things happen.
- Proven experience in product management or related.

PREFERRED QUALIFICATIONS

- Project management certification
- Programming knowledge, even if basic
- Knowledge in R, SQL, Python

If interested, please send your CV to jobs@pacifiko.com.