

Job Title : Assistant Manager, Digital Product Development

OVERALL PURPOSE:

- ◆ To provide best in class digital product design that users love and introduce it to other users
- ◆ Digital Product knowledge, Product Lifecycle Management, Project Management
- ◆ Digital Product Ideation & Campaign Creation
- ◆ Scum Master, Agile knowledge
- ◆ Market Understanding, Data-Driven, Identify Areas for Improvement
- ◆ Clear Communication, Thorough Preparation, Planning & Interpretation

RESPONSIBILITIES:

- ◆ Assist the Product Manager in all aspects of the digital product development lifecycle, including ideation, planning, execution, and launch
- ◆ Collaborate with cross-functional teams including engineering, design, marketing, and business/sales to gather requirements, prioritize features, and ensure seamless product delivery
- ◆ Contribute to the creation and maintenance of product roadmaps, user stories, wireframes, and other product documentation
- ◆ Conduct market research, competitive analysis, and user testing to inform product decisions and enhancements
- ◆ Monitor product performance metrics and usage data to identify areas for improvement and optimization
- ◆ Assist in the planning and execution of product launches, updates, and communications to internal and external stakeholders
- ◆ Support the Product Manager in managing product backlogs, sprint planning, and task prioritization

QUALIFICATIONS REQUIREMENTS:

- ◆ Bachelor's degree in a relevant field such as, Computer Science, Computer Science for Business Administration, Software Development or Information & Communication Technology Management
- ◆ At least 3 years of experience in digital product development, preferably in a similar assistant manager or associate product manager role.
- ◆ Strong understanding of the full product development lifecycle, from ideation and planning to execution, launch, and optimization.
- ◆ Knowledge of agile methodologies, such as Scrum, and how to effectively manage product backlogs and sprints.
- ◆ Knowledge of market research techniques, including competitive analysis, user research, and data analysis.
- ◆ Understanding of how to use insights from research to inform product strategy and enhancements.



- ◆ Familiarity with key product performance metrics and data sources.
- ◆ Ability to analyze data, identify trends, and use findings to drive product optimization.
- ◆ Excellent analytical and problem-solving skills with the ability to interpret data and identify insights.
- ◆ Proficient in using product management tools and software (e.g., Jira, Confluence, and Figma).
- ◆ Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams.
- ◆ Attention to detail and the ability to multitask and prioritize effectively.
- ◆ Participate in the development of product strategies and long-term vision.
- ◆ Stay up to date with industry trends, best practices, and emerging technologies in the digital product development space.

Contact Info:

Email: career@vattanacbank.com

Telegram: https://t.me/Sokrous_Bun

Phone Number: 076 888 4343 / 096 666 5263