

## Product Manager, Service Provider Adoption

### **Project Equity grows community wealth by retaining successful local businesses through employee ownership transitions**

Do you want to see a world where the average employee has economic security and businesses help build resilient communities? So do we! Project Equity helps employees become owners of the businesses where they work. We raise awareness of employee ownership as a business succession strategy, conduct business outreach and education, and provide direct support for business owners and employees to transition to employee ownership. Project Equity works nationally and has focused efforts in multiple regions around the country, as part of our strategy to normalize employee ownership and scale its impact, including advancing the field to help create 2 million new employee-owners by 2025.

### **Help us tap incredible momentum**

Project Equity's early success and significant attention from media outlets such as Forbes, NPR and the Washington Post have propelled Project Equity forward as a national leader in the movement to harness employee ownership to maintain thriving local business communities, create quality jobs, and address income and wealth inequality.

### **Your role**

As Product Manager, Service Provider Adoption at Project Equity, you will lead key steps in the development and initial rollout of a product offering focused on service provider adoption of employee ownership practices. This professional education offering is intended to help business-to-business professional service organizations (and their business advisors) embrace and implement employee ownership transitions as part of their own customer acquisition and service practices.

### **How you will expand employee ownership**

This role is focused on a test and learn approach to iterative product development, starting with initial target customer segment(s) and bringing a Minimum Viable Product to those segments, harvesting learnings, then iterating and repeating. In addition to designing the education offering (designing, packaging, pricing, channel and GTM strategies), you will also coordinate to ensure we have the right content and curriculum as well as the right systems and processes—that can grow with the product success—for effectively managing and continuing to develop the content. We envision the curriculum to be progressive in nature

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(intro to more advanced), and able to be made applicable to a variety of service provider customer segments.

## **Product development and management**

Provide leadership in the design, development, initial roll out and ongoing refinement of product offerings by:

- Building on existing initial research around customer segment profiles among small business professional service providers, continually deepen understanding of target customer needs within priority market segment(s) and how we can address those needs
- Assessing and building out an appropriate mix of content delivery strategies, including but not limited to: e-learning, in-person training and limited-term engagements
- Developing market testing and iterating new offerings and pricing strategies to meet customer needs while optimizing market uptake and medium- to long-term earned revenue
- Following an agile product development approach to bring the Minimum Viable Product for each customer segment to pilot group(s) as soon as feasible, to test and learn and iterate based on real customer input, and advance the overall offering against its product roadmap
- Maintaining product backlogs and managing stage gates as relevant
- Executing impeccable project management, both internally and externally
- Designing creative go to market strategies, and partnering with marketing team and others as needed to execute on those strategies and drive customer adoption and retention and meet product revenue goals
- Coordinating internally to ensure we have the operational capacity to execute on the product offering (e.g. trained trainers, business development, curriculum and content development and management)
- Keeping the Leadership Team and others up to date on progress and learnings, and lifting up any potential bottlenecks or blockers as soon as they become known

## **Curriculum, content and content management**

Provide leadership in the design, development, initial roll out and ongoing refinement of the offering's curriculum, content and infrastructure by:

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- Identifying learning milestones and areas for content localization and customer segment customization
- Supporting the development and cataloging of existing learning content, partnering closely with Client Journey team members
- Developing initial content and curriculum, partnering closely with Client Journey team members
- Completing a needs assessment for additional content development
- Assessing potential external sources of content and determining licensing and/or partnership approach(es)
- Identifying external specialist(s) or partner(s) for content and curriculum development and management
- Determining content management needs at different stages of product development, and system, process and technology solutions to address those needs
- Advancing against a curriculum, content and content management backlog and stage gates within the overall product roadmap

### How you work

- You are passionate about making a difference and supporting the growth of employee-owned businesses.
- Everything you do is with a customer focus. You love getting to know customers, getting inside their heads and understanding their needs. You have a passion for building product offerings that meet those needs.
- You think big, are both highly creative and sweat the small stuff, and have a sense of urgency. You are highly organized and attentive to detail, goal-oriented and committed to follow through. You know how to keep the many parts of new product development moving forward in a coordinated way.

### Areas where you shine

- You understand small businesses and nonprofits, and will quickly gain respect from business advisors and business advisor organizations.
  - You want to really understand the “employee ownership transition” process, so that you will be able to map opportunities for business advisors to plug into this process to grow their own service offerings.
  - You work strategically and bring vision, leadership, and results-oriented collaboration.
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- You are a great communicator: written, email, presentations, phone and in person. People enjoy engaging with you. You can communicate complex concepts simply to diverse audiences.
- You are an impeccable project manager and know how to keep trains moving and on time, and keep people engaged and committed to projects.
- You're very self aware of what you know, and what you don't know, and are great at bringing in other people to round out your professional expertise.
- You make things happen. You are courageous, ambitious, and humble.
- You're excited to work with a small, very agile, fast-moving and sophisticated team. We're looking for somebody who will bring impactful leadership and also integrate well into our team. We work virtually, coming together once or twice a week for in person or online meetings.

### **Your experience includes**

- 5+ years in product development / product management type roles
- MBA Preferred
- Bonus: Experience with employee ownership (but definitely not required).

### **Benefits**

- 100% of employee premium covered for Cigna medical, dental, vision (30% for dependents), Simple IRA employer match up to 3%, 12 annual holidays, 15 annual vacation days (years 1-4), 20 days (year 5+), 10 days sick leave annually.

This position is envisioned as a full-time remote role in our innovative, growing organization. Location can be anywhere in the United States, with preference for Pacific, Mountain and Central time zones (or ability to work aligned with one of these time zones). Compensation is commensurate with experience.

*Project Equity is an independent operating project of the nonprofit umbrella organization, Multiplier, a nationally recognized nonprofit with a growing portfolio of innovative initiatives that conserve and protect a sustainable and resilient world ([www.multiplier.org](http://www.multiplier.org))*

*Multiplier and Project Equity celebrate diversity and are committed to building teams and partnerships that represent a variety of backgrounds, perspectives, and skills. Multiplier and Project Equity are also committed to providing an environment of mutual respect that is free from discrimination and harassment. Multiplier and Project Equity prohibit*

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*discrimination in its governance, programs and activities on the basis of race, color, national origin, age, disability, religion, gender, sexual orientation, gender identity, genetic information, political beliefs, reprisal, marital status, amnesty, status as a covered veteran, because all or part of an individual's income is derived from public assistance, or for any other non-merit based factor.*

## **To Apply**

Please [apply here](#).

Be sure to upload your resume and cover letter. In your cover letter, please explain what motivates you to work with Project Equity, and how your experience, skills and commitment will advance our work to create a more equitable economy. Learn more at [project-equity.org](http://project-equity.org).