



Esports

# PRODUCT MANAGER | Job Description

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London / Gibraltar / Berlin / Remote

## Position Overview

As a Product Manager within the Esports team, you will play a pivotal role in shaping and executing the strategy for our Esports betting product across the group. You will be responsible for overseeing the entire product lifecycle, from conception to launch and ongoing optimisation, ensuring a competitive and compelling offering for our users.

## Key Responsibilities

- Collaborate with a wide group of brand business teams to present opportunities and shape the product vision and strategy for their Esports vertical.
- Manage and prioritise the development team's product backlog.
- Proficient in agile working processes both within product and development teams to maximize efficiency and performance.
- Think strategically to define simple solutions, finding the right balance of quality and speed to market.
- Champion the user experience by understanding user behavior, gathering feedback, and identifying usability and engagement enhancements.
- Utilize data analytics to measure the performance of the Esport products and identify opportunities.
- Make data-driven decisions to improve user acquisition, retention, and overall product success.
- Foster strong cross-functional collaboration with Marketing, Legal, Engineering, and other key teams to ensure successful product launches.
- Recognise the Esport customer knowledge and communicate it with the development and business teams.
- Be an advocate for Esports within the business.

## Qualifications / Desired Experience & Knowledge

- Proven experience successfully delivering products in a digital technology business.
- Strong understanding of Esports ecosystems, games, and betting dynamics.
- Accomplished in Agile/Scrum software development methodologies
- Excellent analytical, project management, and communication skills.
- Familiarity with data analytics and data driven development.
- Ability to thrive in a fast-paced, dynamic environment.