

Product Whisperer

Thoora doesn't just need a Project Manager. Nor do we need a Ninja or Guru or Evangelist. We need a Product Whisperer. Someone who has an inherent empathy of the motives, needs, and desires of our customers, based on natural tech savvy and modern business psychology.

As our Product Whisperer, here's some of what you'll be doing...

Leading the charge! You will guide a team that is accountable for planning and execution throughout the product lifecycle. This includes improving usability and profitability of existing products to developing new products.

Getting out there! We need to understand the market and our customers. And you need to be out there gathering and prioritizing product and customer requirements.

Having vision! You'll play a key role in defining the product vision and working closely with engineering, sales, business development, marketing and customer support to bring it to life. Our customers' goals must be met!

Owning the future! You'll ensure that Thoora's products support our overarching strategic vision and goals.

Who are you?!

Like we said, you're our Whisperer, so you obviously have a unique blend of business and technical savvy, an eye toward the big-picture, and the drive to make that vision a reality. This amazing role is both strategic and tactical!

Most importantly, you must be a good listener. (Have you ever seen Cesar Millan at work? A true Whisperer is a keen observer!) Communication is huge and you have to talk with all areas of the company. You'll work with engineering to define product release requirements. You'll work with marketing on our go-to-market strategy, helping them understand the product positioning, key benefits, and target customers. You'll also be our Preacher on occasion, banging the table about Thoora's product offering, both in-house and in the field with sales and key customers.

Still interested, but want more corporate speak?

Your accountabilities will include...

- Managing the entire product line life cycle from strategic planning to tactical activities.
- Work with the team to determine the product strategy and roadmap.
- Define products and feature sets of Thoora's applications.
- Define product positioning.
- Manage the prioritization and development of new products and features.
- Deliver MRDs and PRDs with prioritized features and corresponding justification.
- Driving a solution set across development teams (primarily Development/Engineering, and Marketing Communications) through market requirements, product contract, and positioning.
- Propose an overall budget to ensure success.
- Work closely with engineering to develop product functionality.
- Work closely with customer support to solve issues and maximize user satisfaction.
- Do customer research to inform product decisions.
- Analyze potential partner relationships for Thoora's products.
- Create detailed cost and revenue models.
- Analyze and report product success.
- Be an expert with respect to the competition.
- Perform product demos to customers.

What you must have...

- Minimum of 4 years experience.
- Demonstrated success defining and launching awesome products.
- Experience managing B2C and B2B web-based software products.
- A track-record of success in building and retaining an audience.
- Super-fantastic teamwork skills.
- Proven ability to influence cross-functional teams without formal authority.
- Strong familiarity with online advertising and marketing models.
- Strong grasp of user-experience design.
- Enthusiasm for talking to users.
- Excellent written communication and presentation skills.
- Active social media and news user.
- Strong technical and data-mining skills.

One more thing to push you over the top...

- Style.



All ready to apply?

- Send your cover letter and CV to jobs@thoora.com!

About Thoora

Thoora is a new and unique service that helps people discover the news attracting the most attention within social and traditional media. Thoora identifies the most interesting stories by exploring the entire blogosphere, Twitter and traditional media sources in real-time to determine the stories attracting the most attention. Thoora was one of the 2009 TechCrunch50 finalists and was recently selected as one of the Branham Group Top 25 Canadian ICT Up and Comers.