

We are looking for an experienced **Director, Ecommerce Product Management** who is passionate about building ecommerce experiences that customers love. You have experience with content management systems, CRM tools, SKU management and managing ecommerce data structure. Reporting to the Chief Digital Officer, you will join a dynamic and fast-paced environment and work with national cross-functional teams to design, build and roll-out products that deliver the company's vision and strategy.

Key Accountabilities Include:

- Manage digital retail roadmaps for Ecommerce, Content Management System, Point of Sale, CRM, and Digital Marketing tools
- Translate product strategy into detailed requirements and prototypes
- Identify and fill product gaps and generate new ideas that improve customer experience and drive sales growth
- Collaborate with cross-functional partners including retail, marketing, merchandising, finance and legal to inform the product strategy and roadmap prioritization
- Ensure cross-functional partners are meeting deadlines as needed
- For existing products, oversee new feature requests from teams including intake, requirements gathering, prioritization, roadmap building, testing and consistent communication
- Recommend new features based on industry research and experience
- Assess new vendors and deliver thoughtful, strategic guidance
- Oversee UX and UI design for product launches and feature updates
- Use data to inform decision making including A/B tests and customer insights
- Scope and prioritize activities based on business and customer impact
- Work closely with vendor engineering teams to deliver with quick time-to-market and optimal resources
- Act as a product evangelist to build awareness and understanding
- Drive adoption of new tools through training and communication
- Be obsessed with the customers of your product– both internally and externally

Required Qualifications:

- Bachelor's degree required
- 5+ years of ecommerce product management experience in a fast-paced consumer focused startup
- Proven experience in eCommerce product management or technical project management to our team and have a strong understanding of site metrics
- Strong understanding of how CMS, CRM, and POS systems work
- Proven track record of managing all aspects of a successful product throughout its lifecycle
- You are an energetic, team-oriented leader that thrives in a fast-paced, collaborative environment.
- You are detail-oriented, organized, and analytical, and prefer to make product decisions based on data.
- You are highly motivated and driven at achieving product success through strong execution
- Demonstrated ability to prioritize and manage competing tasks in a fast-paced, highly ambiguous environment
- Exceptional technical, business and customer experience judgment
- Creative, scrappy, and customer-obsessed
- Superior written and verbal communication skills; presents effectively to a senior audience
- Excellent quantitative skills
- Deep empathy for the customer and a love of problem solving for them
- Ability to build business relationships across functional teams

Note: The chosen applicant will be required to successfully complete criminal and reference check.

TerrAscend thanks all candidates for their interest; however, only those selected to continue in the process will be contacted.

TerrAscend is committed to creating a diverse environment and is proud to be an equal opportunity employer.

Please submit your application to recruitment@terrascend.com. Indicate your desired job position in the subject line.