

# New opportunities at Zapmap

Role Title: Associate Product Manager

Reporting to: Senior Product Manager

Location: Bristol / Hybrid Home Working

## **The Company:**

Zapmap is the UK's leading app and digital platform for electric vehicle (EV) drivers, enabling them to search for charge points, plan journeys, pay for charging and share insights with other drivers. Our mission is to make the EV charging experience simple, wherever you go and, by doing so, accelerate the transition to electric vehicles and zero-carbon mobility.

Zapmap's platform serves more than 350k monthly active users across its web and mobile products. We also provide research and insight, news and tools to support current (and prospective) EV drivers.

With over 10 years of industry experience and unique data sets, Zapmap offers a range of B2B services including promotion, content, data and market insights.

## **The Role:**

Behind the Zapmap app is a rich data set of charge points, vehicles and driver behaviour. As the electric vehicle and charging market grows, this data can provide essential insights and support to the broad e-mobility industry. This role is within our Insights business and provides the opportunity to work with senior leaders to define our Insights products and work with a small, highly focused, team to build and deliver them. You will work with internal and external stakeholders to understand the market landscape, define the product requirements, manage product delivery, and bring to life product performance through KPIs and insight sharing.

You will have, or be able to quickly gain, an understanding of the EV charging space and be able to build empathy with our current, and target clients. In addition you will ideally have an understanding of using data to produce insights and working to deliver for a B2B audience.

We are looking for an organised communicator who can work closely with our Insights Analysts, clients, marketing, and commercial teams. We are a team that cares passionately about our mission, but equally about one another, so we're looking for someone who can help us maintain and grow our inclusive culture that's positively innovative.

You will report to our Senior Product Manager for Insights and work closely with the Head of Insights and the wider commercial team on our overall product strategy.

### **Key Duties and Responsibilities**

- Facilitate delivery of our roadmap of Insights products, feeding into the roadmap contents and working with senior leads to understand relevant key success measures.
- Maintain the product backlog, ensuring tech debt is addressed in addition to product improvements.
- Collate product feedback from clients directly, or indirectly from the sales teams
- Represent the products at Engineering ceremonies, gather feedback on progress, and summarise
- Collaborate and build relationships with both internal and external stakeholders, identifying their needs and ensuring expectations are set and met accordingly, effectively planning and communicating releases and feature change.
- Write clear specifications for features, working effectively with your immediate team members to gather all information that needs to be in the specification. Your specs define a clear, meaningful, and achievable goal.
- Own minor features. Contribute to major improvements. Ensure quality.
- Collaborate closely with Insights Analysts and the marketing and commercial teams to deliver the product roadmap, ensuring they are well aligned and the products are delivering value iteratively and often.
- Work with the Senior Product Manager to monitor and report on the performance of Insight products, ensuring the team understands why, where and how we can improve performance.

## **Required Experience**

- Experience working in a Business Analyst, Product Owner, Data Analyst, or Product Management based role (or equivalent), ideally with data, insights or API based products.
- Experience in the Electric Vehicle charging market is desirable, but not essential.
- Experience working closely and collaboratively with cross functional teams to facilitate delivery in an agile environment.
- Experience in facilitating detailed technical conversations as well as managing and meeting the needs of commercial stakeholders.
- An understanding of SQL or other data querying languages would be an advantage

## **Required Skills**

- The ability to communicate effectively with different audiences
- Confident choosing, and using, the right tool, with experience of products such as Miro, Jira, Confluence and other standard office tools.
- Able to break down a product deliverable into epics, user stories and acceptance criteria that enable your team to understand and deliver value.
- Passionate about solving user needs with innovative technical solutions.
- Collaborative, open to proactively giving and receiving constructive feedback.
- A track record demonstrating a high level of personal initiative, setting and executing challenging goals, and demonstrating an agile mindset
- Able to analyse and optimise our delivery process, focusing on how we deliver as well as what we deliver.
- Creative minded, able to lead effective problem solving and feed into a strategy and roadmap.

## **Our offer**

The EV market is growing at an extraordinary pace. Working at Zapmap means working in a dynamic and innovative organisation, where new ideas and developments need to be actioned and deployed quickly, with each day bringing new challenges. As one of the leading aggregator businesses in this space, you'll have the chance to actively contribute to a more sustainable future.

We believe that finding a candidate with the right attitude and aptitude for the role is more important than the hours worked or specific prior experience. So please get in contact if you feel that you would excel in this role, even if you don't tick every box on this job description or aren't able to work in a full-time capacity.

Your package includes:

- £35,000 - £40,000 annual salary, depending on experience.
- Performance-related annual bonus scheme.
- Pension & benefits scheme.
- Access to salary sacrifice EV car scheme.
- Flexible working options available.
- Professional training and mentoring to extend your skills.

### **How to apply**

To formally apply, please send a covering letter together with your CV to: [jobs@zap-map.com](mailto:jobs@zap-map.com). Direct applications only please, no CVs will be acknowledged or accepted from recruitment agencies.