



Role profile

Role title: Digital Product Manager	Function: M-Pesa
Band: G	Department: Mobile Payment Solutions
Reports to: Head of Commercial, Tanzania	Location: Tanzania

M-Pesa, is a pioneering fintech business and global market leader in mobile money. From starting in 2007 as a convenient means by which the unbanked and underbanked can make digital payments, M-Pesa has now grown to offer >40 million active customers financial services, enterprise, merchant and retail solutions. We are proud of our work in enabling the digital economy in our markets, and in driving financial inclusion.

“Lead M-Pesa to becoming the largest Fintech and Digital ecosystem in Africa. Enable a transformation of the customer experience through launching Digital applications and touchpoints. Play a pivotal role as a M-Pesa Digital Product Manager through engaging market teams and customers with the aim to drive adoption, engagement and loyalty across our Digital channels.”

You’ll be involved in the design of new products and features, setting commercial priorities with engineering teams and collaborating with Product Owners across the group. Your responsibilities will include championing the digital transformation of M-Pesa as we prepare for millions of our customers and merchants to transition from feature phones to smartphones. This includes bringing the voice of the customer, industry trends and design thinking to the M-Pesa app and actively engaging and influencing key internal and external stakeholders.

Working across multiple teams you’ll be responsible for go to market launches working with local teams on how to promote new features and products. You’ll be able to work in agile development framework engaging Product Owners and developers while also supporting business led initiatives such as marketing campaigns and loyalty programmes.

<p>Champion App Product Strategy & Execution:</p> <ul style="list-style-type: none"> • Play a key role in setting the vision for the consumer app • Drive the roadmap, incorporate research to create a transformative product • Be a customer advocate, drive superior customer experience • Rally product creation colleagues to drive timely results <p>Focus on execution of Financial Service releases to drive revenue:</p> <ul style="list-style-type: none"> • Co-develop launch and go to market plans with local teams to drive uptake and engagement • Offer strategic support on the digital strategy and business cases • Drive commercial rationalisation of the roadmap and features 	<p>Core competencies, knowledge and experience:</p> <ul style="list-style-type: none"> • >3 years of professional experience of Digital Product Management in a customer facing environment • Keen understanding of digital product lifecycle & software/mobile development (Agile) • Strong knowledge of mobile money, fintech and financial services • Comfortable with both commercial and web analytics to measure Digital product performance • Solid influencing and negotiation skills <hr/> <p>Must have technical / professional qualifications:</p> <ul style="list-style-type: none"> • Bachelor's degree required • Passion and awareness for great user experience and Digital • Understanding of Agile and Digital Product Management <hr/> <p>Budget owned: none</p>
<p>Key performance indicators for Digital channels</p> <ul style="list-style-type: none"> • Adoption • Engagement • Loyalty 	<p>Direct reports: none</p> <hr/> <p>Dotted reports: TBD</p>

- At least 6 years of professional experience with at least 3 years of digital product management at a fintech, bank or other relevant digital business
- Strong knowledge of mobile money, fintech and financial services
- Experience with emerging market consumers, and multicultural sensitivity
- Keen understanding of digital product lifecycle & software/mobile development
- Experience with Agile/Lean management