

## Job Description

Position title:	Position reports to:	Position starting date:	Position status:
Online Product Manager	Product Management Director	ASAP	New position

### 1 - Job Introduction

The Online Product Manager will promote Flumotion Streaming Server product ([http://www.flumotion.com/eng/server\\_technology.php?menu=3&submenu=1](http://www.flumotion.com/eng/server_technology.php?menu=3&submenu=1)) and vision internally and externally. He/she has a proven track record in on line product management.

He/she is responsible for building the product plan and generates lead generation thanks to an aggressive online strategy. Part of the product plan is building resellers and partners close relationships and marketing programs that will significantly raise our profile and product awareness through the channel as well as have impact on revenue growth.

The Product Manager is self-motivated, able to use own initiative, and be achievement orientated. He/She has the ability to perform under pressure, and have strong time management skills.

### 2 - Company Introduction

Flumotion, part of the Fluendo multimedia services group, is a Spanish company with its headquarters in Barcelona (see <http://www.flumotion.com/>).

Flumotion offers an innovative streaming server and platform uniquely suited for companies who want to stream their audio and video content via Internet. Flumotion has developed a multi-format distributed streaming platform, with support for the increasingly popular royalty-free Ogg/Vorbis/Theora codecs, as well as Windows Media, MP3 and Flash formats.

This unique streaming platform has been the result of more than two and a half years of investment in R & D. In less than 18 months, Flumotion has won top media and entertainment companies like Antena3, RTVE, LaNetro-Zed, CBNews, RTVA, Grupo Cope, RTPA. Flumotion has also developed strong relationships with strategic resellers like Telefonica, British Telecom and NTT Europe On-line.

### 3 - Main Responsibilities:

- Promote product and vision, internally and externally as business owner for the product.
- As an owner of the product you participate in strategy discussions for product roadmap (requirement, features, and functionality).
- Build the online strategy to generate lead generation:
  - Empowering the website (design, documentation, information....)
  - Online Advertising: Online Marketing Campaigns (email, social networking, blogs, search engine (SEM and SEO), and affiliate marketing).
  - Assess website traffic patterns, user behavior to inform web design and maximize conversion rates (CTR, CVR, CPL, etc.)
- Maintain awareness of market conditions (emerging segments, technology trends, competition etc); oversee market research; develop strong marketing and product responses.
- Build and manage new partners relationship
- Support the Sales and Marketing team by providing updated information and tools about the product.
- Participate in customer calls/market visits to monitor new product introductions and to identify business-building opportunities.
- Participate in industry events – trade shows, industry groups (demos, discussion, presentation, conference...)

### 4 - Job Advantages:

- Opportunity to be part of a quickly growing technology company
- Work as part of a team of highly skilled in new technologies and experienced Internet specialists
- Be the “owner” of the flagship product of the company
- Compensation based on product performance
- Directly affect the health and performance of the whole company



## 5 - Position Requirements (skills, characteristics):

- 3-5 years experience in online product management/development roles,
- Strong understanding of trends for all online marketing, mediums, including: email, social networking, blogs, search engine (SEM and SEO), and affiliate marketing.
- Expertise in Search Engine Optimization strategies and tactics
- Expertise in usability and user interface design
- Listen to customers' needs and challenges, and works with Flumotion teams to deliver results.

## 6 - Position Special Skills (for identifying TOP candidates):

- Knowledge of Internet market and technologies.
- Experience in Web 2.0, Rich Internet Application (RIA)
- New models of Advertising & Marketing Online: e-Publishing, e-Catalog, e-Commerce,...
- Excellent verbal and writing skills in English and Spanish. Third language will be a plus.
- Ability to multi-task and to communicate results to management.
- Must be able to work well under pressure while maintaining a professional demeanor.
- Experience using Microsoft Excel, Word, Outlook, Powerpoint and other general computer applications

## 7 - Compensation Plan:

- Fix salary and bonus plan based on performance
- Private health care
- Stock options
- Position Based in Barcelona

