

Role: Product Manager

Location: Ghana, Accra

Overview:

Eneza Education is an edtech company that is on a mission to provide educational content to **50 million learners** in Africa. With over **200,000 active learners** on our platform, we provide content via SMS, USSD and web applications. We are currently in Kenya, Ghana, Ivory Coast, Zimbabwe and Tanzania.

We have the position of a **Product Manager** available in our Ghana office and we are looking at working with individuals who have the passion and the right mindset to join us on our journey to providing low-cost access to educational content.

The Product Manager will be reporting directly to the Country Director and our Product Direct at our HQ understanding user experience. Designing product mock-ups and flows that will positively **impact the user journey, increasing user interactions and traffic, increasing retentions and daily revenue.**

Responsibilities:

- Own and manage the UAT process of Eneza's product in Ghana. Ensuring that our product is free of bugs and Working closely with the tech, marketing, customer care and content team in ensuring that our products is meeting our B2B and B2C clients' needs.
- Setting up and managing a product team comprising of 1 representative each from the various teams in Ghana. Taking feedback from representatives on product needs and concerns and working with the tech team ensure smooth operation of our product both for our internal and external customers.
- Review the features of our product in Ghana, together with the content and marketing teams, and providing recommendations on new features, iterations, functionality and process flow.
- Collecting information from the field on user experiences through focus group discussions and field engagements to understand our customers more. Incorporating feedback into product iteration and production. This includes tracking market trends and providing monthly reports on findings on opportunities and threats to Eneza's platform.
- Researching on learning patterns of prospective customers in Ghana to determine the direction of our product in Ghana. This includes conducting market research and analysis including use of questionnaires and surveys.
- Owning our product localization process and ensuring that Eneza's learning platform is fit for the Ghanaian marketing. This will include working with internal teams and stakeholders in Ghana.
- Designing and implementing product process flows that considers the features users like the most and the pain-points of users to increase traffic and daily revenue. This means iterations and product releases is directly connected to our product's ability to generate revenue.

- Working with the customer care team lead to follow-up on tickets issued by the Ghana team and conducting root cause analysis (RCAs) to determine whether issue requires tech inputs or it is categorized as a usage issue.
- Manage all product documentation including writing of user manuals, labels, reference guides, and other support materials in relation to our product in Ghana.
- Analyzing key product metrics data to determine user trends on our product providing review reports to internal teams to improve revenue generation with our B2B and B2C clients as well as improve and guide the content creation process of our team in Ghana.
- Manage the product roadmap of our product in Ghana working together with the tech team based in our HQ office in Nairobi to determine feature releases and demos in a timely manner at the end of each sprint. This means being part of the sprint planning process and serving as a key point of contact between the Ghana team and the tech team in our HQ.
- Working closely with the marketing and content team to determine the appropriate language to use within our product that is sensitive to the Ghanaian market culturally, economically, socially and academically; implementing this within our product to increase traffic and revenue.
- Work with the tech team to align technical designs and decisions with product needs. Running tests on feature releases before going live in Ghana
- Work closely with Marketing team on product marketing strategy and execution. Developing the right content to increase subscriptions and daily revenue. Do whatever it takes to develop features and deliver value to our users

Skills:

- Ability to translate product changes into an average of **52% growth in paying users** on an annual basis.
- Strong UI/UX skills and attention to detail. You have an instinct for user experience and an understanding of usability best practices.
- Strong ability to analyze, interpret and present data
- Excellent presentation, written, and oral communication skills
- Excellent communication and teamwork skills
- Some coding experience would be ideal
- Technically savvy and able to master systems quickly
- Self-motivated to learn continually with strong planning and time-management skills
- Able to thoroughly document and adhere to processes
- Enjoy working and interacting with team members
- Proven leadership skills
- Must have excellent writing, editing and proofreading skills



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*****Starting annual salary is GHS 60,000 (gross)**

To apply for this post, [click on this link](#). For inquiries, email: rudolph@enezaeducation.com