Ваш надійний помічник

Senior Product Manager – Bestplay (Mobile App)

Київ, 9 лютого

Компанія: Pointsquares OU (https://jobs.ua/company/id/1612275) (Всі вакансії)

Рубрики: IT, WEB фахівці

Побажання до співробітника

Освіта:	не має значення
Досвід роботи:	від п'яти років
Графік роботи:	віддалена робота

Опис вакансії

Job descriptionAbout Bestplay
Bestplay is one of the Top 5 play-to-earn apps worldwide, with millions of downloads and a fast-growing, highly engaged user base. What makes this even more unusual is that the product is built and operated by a small, highly efficient team.
This means every team member has massive ownership and real impact. We move fast, iterate constantly, and focus relentlessly on delivering value to players. If you're looking for high autonomy and high accountability, you'll feel right at home here. We're now looking for a Senior Product Manager to join our team and take ownership of major product areas while driving Bestplay's next phase of growth.
What You'll Do
You will be a core operator on Bestplay, owning execution and results for the features and domains assigned to you, with a strong focus on growth, monetization, and live operations.
Feature & Domain Ownership
● Own specific product features or domains end-to-end, from concept to launch and iteration.
● Be accountable for the performance and results of the features you own.
● Collaborate closely with the founder / product leadership on roadmap priorities and strategic direction.
● Translate high-level roadmap goals into concrete, shippable features.
Growth, Monetization & Numbers
● Track and analyze KPIs related to the features you own (revenue, retention, LTV, conversion rates, etc.).
● Identify and execute opportunities to increase profitability through monetization mechanics, pricing, UX improvements, and experimentation.
● Design, run, and analyze A/B tests and experiments continuously.
Live Ops & Engagement
● Design and operate live events, promotions, and liveops initiatives within your ownership scope.
● Improve user engagement, retention, and monetization through well-designed live content.
● Iterate quickly based on performance and user feedback.
Market & Competition
● Actively monitor the market and play competitor apps and games regularly.
● Extract actionable insights from competitors and trends.
● Propose feature improvements or new ideas based on market learnings.
Execution & Coordination
● Drive execution for the features you own, from planning to release.
● Coordinate closely with engineers, artists, and designers to deliver high-quality updates.
● Keep work organized and moving forward, removing blockers and ensuring smooth collaboration.
● Balance speed, quality, and scope in a fast-paced environment.
Broad, Hands-On Scope
In a small team environment, your role will go beyond classic PM work:
● Improve community engagement and player communication related to your features.
● Work on customer support and player experience improvements.
● Collaborate on analytics and data pipeline improvements where needed.
● Contribute to anti-hacking, abuse prevention, and product integrity features.
UX & Design
● Take ownership of UX quality for the features you manage.
● Design user flows, feature concepts, and wireframes with strong UX principles.

● Work closely with designers and developers to ensure high-quality execution.
Data & Experimentation
● Track and review key product and business metrics on a daily basis.
● Use data to guide decisions and prioritize improvements.
● Design, run, and analyze A/B tests and experiments.
● Build and use dashboards and visualizations to measure impact.
● Collaborate with analytics to improve tracking and data quality when needed.
Who You Are
● You’re a seasoned Product Manager (min 4 year exp).
● Be able to cover the full product spectrum, from high-level strategic thinking to hands-on execution.
● Highly autonomous, able to operate independently within a given scope.
● Strongly numbers-driven with a clear business mindset.
● Proven experience with live operations, events, and monetization.
● Strong understanding of UX and product design.
● Curious, competitive, and constantly monitoring the market.
● Comfortable working in fast-paced, low-process environments.
Experience in both gaming and mobile apps is ideal, but experience in just one of the two is acceptable for the right profile.
Why Bestplay
● In just a few years, Bestplay has grown into one of the Top 10 play-to-earn apps worldwide, reaching millions of downloads.
● We operate a large-scale live app with a lean team. Our strength lies in execution: we move fast, iterate constantly, and focus on impact. Decisions are driven by data, speed, and real-world results.
● At Bestplay, ownership is real. Everyone is accountable for what they build, and we only work with top performers. You’ll be collaborating with highly experienced operators and learning every day by shipping and iterating on a live product.
● We keep meetings to a minimum, value autonomy, and trust you to organize your work independently. As a Senior PM, the features you own will have a direct and visible impact on revenue, retention, and player engagement.
● This isn’t a place for slow cycles or heavy processes. Features ship in weeks, not quarters.

Контактна інформація

Контактна особа:	TinaEdwards