



Product Development Manager

This position is responsible for conceiving, designing, and branding new products, as well as managing and overseeing the implementation and integration of all our existing brands. Must be able to work successfully with the Creative Director while leading a team to implement and deliver physical and digital product worldwide.

Basic Duties:

- Work with our content creators/contributors/brand personalities to conceive, design, test, brand, and release informational and service products to our customer base worldwide in several languages, both digital and physical, and in multiple formats
- Understand the importance of elegant User Interfaces and guide the development of the delivery mechanisms (apps and web apps, websites, etc.) to optimize according to the latest best practices
- Understand packaging and lead/coordinate design and brand
- Continually manage and optimize the “brand experience” through relentless improvement of our value proposition to the customer
- Use organizational skills to simplify and make our product offerings coherent and viral in the marketplace
- Work with marketing and social networking teammates to amplify and position the brands/products
- Interact with customers on our forums (and other places) to stay in touch with the field, and be responsive to such with improvements large and small

Skill Requirements:

- At least 5 years experience in product development and/or brand building
- Some amount of marketing experience
- Some amount of project management experience
- Must be an avid learner, reader, and self-improvement enthusiast
- Must have strong creative abilities but also good at collaboration
- Be able to define what needs to be done and do it, without any handholding or babying
- Able to skillfully work with multiple departments and staff
- Take everything seriously except yourself

Position:

This is a full time position in Cary, North Carolina, with competitive benefits. The salary for this position is determined based on candidate's previous work experience, current technical abilities, market salary information, and overall ability to dazzle.

Next Steps:

If you are seeking an opportunity to join a winning team, work in a fast-growing company (double-digit annual percentage growth in revenue at the time of this posting), and develop your career, then LIFE Leadership may be the place for you.

We have the exciting work environment of a start-up, with the longevity of founding entrepreneurs who have over two decades in successful business enterprises. We are looking for someone who is the most interested in being challenged, making a huge contribution, and having a career that really matters in the lives of other people (our customers). We want work at our company to be so fun and stimulating that you hardly realize it's a job.

Additionally, we offer competitive salaries, year-end performance bonuses, a comprehensive benefits package, casual dress code, free drinks provided all day every day, and free gym memberships, among other perks. Our corporate culture stresses integrity, respect, trust, responsibility, having fun, and making a social contribution to society (through our charitable outreaches).

To Apply:

E-mail your questions or submit a resume to Jacqueline Tilma
jacqueline.tilma@lifeleadership.com