



JOB DESCRIPTION



1. JOB SPECIFICS

Job Title:	Product Communications Manager
Reports to:	Product Operations Manager
Location:	Hybrid, UK (IH)
Department:	WFL Product

2. ABOUT THE ROLE

What You'll be doing	<p>We are looking for an experienced Product Communication Manager who will develop an internal product communication strategy and create technical communication materials to maximize product understanding and usage. Working closely with the Product, Sales, Marketing, and Customer Success teams, they will ensure that product updates, features, and launches are communicated effectively and efficiently, both internally and externally.</p>
Key Responsibilities	<p>Day-to-day</p> <ul style="list-style-type: none"> - Develop and maintain product documentation, including user guides, technical bulletins, release notes, FAQs, and in-app guides. - Create and manage product demos and webinars for internal education on product features and updates. - Establish an internal product communication calendar for timely, effective communication of product updates. - Work remotely with a global team across many time zones. <p>Strategy Management:</p> <ul style="list-style-type: none"> - Collaborate closely with the Product team to understand product updates, features, and launches. - Develop and support the execution of the internal communication strategy for the Product team. - Monitor the effectiveness of internal communication activities, recommending improvements as needed. - Provide necessary product information and materials to Sales, Marketing, Customer Success, and Support teams. - Review and improve technical communication processes to increase efficiency and accuracy. <p>Stretch:</p> <ul style="list-style-type: none"> - Collaborate with Marketing teams to create product-focused content, such as blog posts, case studies, and whitepapers.

KPIs & SLAs	KPIs / OKRs are created annually and quarterly in collaboration of the driver with the key stakeholders; we use Jira for project and task management and to track time spent on work.
Key Working Relationships	Workforce Learning is a dynamic team in a group spanning across 14 countries, making us truly global and diverse. We focus on being innovative, collaborative, and pragmatic, with a shared vision that drives our passion for making impact. We are obsessed about delighting our customers and learners, and take pride in the quality of our work. As individuals, we recognize that our collective strength lies in supporting one another, fostering accountable relationships that drive our success.

3. ABOUT YOU

Your Competencies 1: Working Level 2: Advanced Level 3: Expert Level	
Your Experience	<ul style="list-style-type: none"> - 3+ years of experience in product marketing, product management, technical writing, UR/UX or a related field. - Experience in creating and executing communications strategies and processes.
Your Knowledge & Skills	<ul style="list-style-type: none"> - Excellent writing and editing skills, with strong attention to detail. - Strong project management skills, with the ability to prioritize and manage multiple projects simultaneously. - Experience creating and executing internal communication strategies. - Experience creating and executing internal communication strategies.
Your Qualifications	<ul style="list-style-type: none"> - Bachelor's degree in Marketing, Communications, or a related field. - Native-level proficiency in English.
What you'll bring to QA	We are seeking driven, highly competent, and creative team players to join us on the next phase of our growth story, as QA and Workforce Learning scale our winning products to help even more customers and learners.