

New opportunities at Zapmap

Role Title: Insights Product Manager

Reporting to: Head of Product

Location: Bristol/Hybrid Home Working

Employee Referral Bounty Eligible

The Company:

Zap-Map is the UK's leading app and digital platform for Electric Vehicle drivers, enabling them to search for charge points, plan journeys, pay for charging and share insights with other drivers. Our mission is to **make charging simple** and, by doing so, accelerate the transition to electric vehicles and zero-carbon mobility.

We are a high-growth technology company and, having recently closed our Series A fund raise, we are now expanding multiple parts of our delivery capability to accelerate our roadmap.

Zap-Map's platform serves more than 250k monthly active users across its web and mobile products. We also provide research and insight, news and tools to support current (and prospective) EV drivers.

We are the go-to data source for the EV charging industry and, with over 10 years of industry experience and several unique data sets, offer a range of B2B services including promotion, content, data, and market insights.

The Role:

Our platform holds a rich data set of charge points, vehicles, and driver behaviour. As the electric vehicle and charging market grows, combining and curating this data provides essential insights and support to the broader e-mobility industry. To exploit this opportunity, we have built an insights service that serves the market need and is subsequently a strong commercial driver for the business. As the industry expands, we are looking for a person who can drive the development of our Data and Insights business, identifying opportunities for us to grow (and distribute) our market leading offering.

As part of a rapidly growing team, this role has a broad range of responsibilities and offers the opportunity to make a significant impact on Zap-Map's market position. The position will suit someone looking for a role which has purpose and provides responsibility, impact and autonomy.

You will have proven B2B data and/or insights product management experience with a strong understanding of meeting client and market needs through scalable products; building the business case for investment, structuring pricing, designing products and services, and driving the work required to bring new/upgraded products to market. You will have, or be able to quickly gain, a deep understanding of the EV charging space and be able to understand the needs of the market and our existing customers.

You will own the Zap-Map Insights proposition and strategy, working across business model, strategy, product discovery and delivery, and managing the overall offering using KPIs, reporting on

performance to stakeholders. You will also work with clients and partners to understand their needs and analyse the wider market to spot opportunities and threats.

You will report to the Head of Product, and work closely with our Head of Insights to expand the proposition.

We are a team that cares passionately about our mission, but equally about one another, so we're looking for someone who can help us maintain and grow our inclusive culture that's positively innovative.

Key Duties and Responsibilities

- Take ownership of our data and insights products, owning the vision, strategy, roadmap and key performance indicators.
- Analyse each target market, building and communicating a clear picture of competitor movements, market trends, threats and opportunities in the EV charging insights space.
- Collaborate closely with teams and stakeholders to deliver the product roadmap, ensuring the team is aligned in delivering value iteratively and often.
- Manage relationships with both internal and external stakeholders, identifying their needs and ensuring expectations are set and met accordingly.
- Collaborate with third parties (including Charge Point Operators, Public Sector, OEMs and other key partners) to optimise and expand our data and insights proposition, both in the UK and internationally.
- Work with the team to conduct research, facilitate discovery, prototype new solutions, and identify new opportunities within the EV charging insights space.
- Monitor and report on product performance, ensuring the team understand why, where and how we can improve the performance of our data and insights products.

Required Experience

- At least 5 years of experience working in a senior data and/or insights focused Product Management role (or equivalent).
- Experience building and scaling B2B data and/or insights products, as well as leading discovery and delivery of new products.
- Experience working closely and collaboratively with cross functional teams to facilitate rapid delivery in an agile environment.
- Expertise in managing third party relationships as well as managing and meeting the needs of multiple different stakeholders.

Required Skills

- Commercial business case and value proposition modelling and comfortable working with data.
- Organised and pragmatic mindset, ability to manage multiple workflows and perform under pressure.

- Creative minded, able to lead effective problem solving.
- Be passionate about solving client needs with innovative solutions.
- Be collaborative, open to receiving feedback and constructive criticism.
- Able to continually optimise our operations as well as our experience.

Our offer

The EV market is growing at an extraordinary pace. Working at Zapmap means working in a dynamic and innovative organisation, where new ideas and developments need to be actioned and deployed quickly, with each day bringing new challenges. As one of the leading aggregator businesses in this space, you'll have the chance to actively contribute to a more sustainable future.

We believe that finding a candidate with the right attitude and aptitude for the role is more important than the hours worked or specific prior experience. So please get in contact if you feel that you would excel in this role, even if you don't tick every box on this job description or aren't able to work in a full-time capacity.

In addition to a competitive salary your package includes:

- £55,000-£70,000 base salary, depending on experience
- Performance-related annual bonus scheme.
- Pension & benefits scheme.
- Access to salary sacrifice EV car scheme.
- Flexible working options available.
- Professional training and mentoring to extend your skills.

How to apply

To formally apply, please send a covering letter together with your CV to: daisymiller@zapmap.com. Direct applications only please, no CVs will be acknowledged or accepted from recruitment agencies.

Posted: Dec 2022