



## Associate Product Manager | Job Description

### About Scratch

[Scratch](#) is a creative programming language and the world's largest online coding community for children and teens. Children around the world use Scratch and ScratchJr to create their own interactive games, stories, and animations – and share their creations with one another. In the process, they learn to think creatively, reason systematically, and work collaboratively. In 2022, more than 33+ million young people around the world created projects with Scratch.

### The Scratch Foundation

Since its creation at the MIT Media Lab in 2007, Scratch use has grown dramatically. More than 120,000,000 people from every country in the world have created more than half a billion Scratch projects. At the Scratch Foundation, we're responding to this growth by focusing on four strategic priorities: diversifying revenue sources; maintaining a high quality experience for our existing users; re-engineering the platform; and implementing our programmatic and research work.

### Position Overview

The Associate Product Manager will join the Scratch Foundation during an exciting phase of growth, as Scratch works to modernize its platform, diversifies revenue, and responds to AI and other emerging technologies to deliver on product enhancements that support creative learning and children's well-being. Reporting to and working closely with the Product Manager, the Associate will be responsible for maintaining and prioritizing product backlogs, working closely with senior product leads and collaboratively with functional teams across engineering, design, and community to support definition and execution of strategic priorities, roadmaps, and projects.

### Responsibilities

#### 1. Planning

- a. Create and maintain product roadmaps and define projects in collaboration with cross-functional teams.
- b. Collaborate with stakeholders to identify product needs, improvements, and priorities.
- c. Develop sprint and deployment plans aligned to strategic priorities.
- d. Scope projects and define key metrics aligned with project outcomes alongside product goals and organizational vision

#### 2. Delivery and Execution

- a. Manage 1-2 cross-functional projects to deliver project outcomes aligned with product and organizational vision.
  - b. Own the product backlog, maintaining consistent prioritization of efforts, facilitating refinement ceremonies with agile teams.
  - c. Work closely with the engineering team, managing agile ceremonies and routine delivery of software to Production.
  - d. Document functional requirements and acceptance criteria for features, epics and stories, in collaboration with the agile team(s).
  - e. Establish key performance metrics and monitor outcomes post-deployment to market.
  - f. Other duties as assigned.
- 3. Business Analysis**
- a. Work with internal stakeholders across departments and disciplines and capture requirements necessary to inform strategy, product + technical design to capture relevant requirements and priorities to inform the product design and architecture
  - b. Create assets necessary to advance product development, including, business requirements documents, functional design specifications, user-stories, and acceptance criteria.

### Qualifications

- 3+ years of relevant experience as a Product Owner (strongly preferred), or in an adjacent and overlapping role (i.e. UX lead, Business Analyst)
- Prior experience developing digital products within relevant education technology contexts: schools, communities of children, game-based learning.
- Experience delivering web-based and/or mobile solutions to market, operating in Agile/Scrum environments.
- Experience defining user needs; producing well-articulated documentation; crafting artifacts (presentations, workflow diagrams, etc.) and capturing business/functional requirements that are consumable by technical and non-technical audiences.
- Ability to distill data to inform key decisions and identify actionable insights from usage profiles and analytic tools.
  
- Ability to be highly organized, detail-oriented, and creative problem-solving skills with reliable, consistent, and timely follow-through.
- Demonstrated success working among high-performing, diverse teams, and contributing to a culture that embodies a collaborative, inclusive, and proactive approach to problem-solving.
- Familiarity with Scratch and the potential that technologies have to positively impact the ways in which people can explore, create, learn, and connect with one another is a plus!

This position pays between \$75,000 - \$90,000 and is a remote position that is based in New York City. To apply, please submit your resume/CV and a cover letter to [hr@scratch.mit.edu](mailto:hr@scratch.mit.edu). We will begin reviewing résumés 2/1/2024

*The Scratch Foundation is an equal-opportunity employer. Scratch welcomes people of all ages, races, ethnicities, religions, abilities, sexual orientations, and gender identities. We especially encourage historically marginalized identities to apply.*