

## **PRODUCT MANAGER**

Pro Bono Net, a national nonprofit organization using innovative technology to increase legal assistance for the poor, seeks a highly qualified candidate to function as Product Manager for a new ASP software product to help law firms manage their in-house pro bono work.

### **Background**

Pro Bono Net is a nonprofit organization that works in close partnership with nonprofit legal organizations across the country to increase access to justice for poor and moderate-income people. It seeks to do so through (i) supporting the innovative and effective use of technology by the nonprofit legal sector, (ii) increasing participation by volunteers, and (iii) facilitating collaborations among nonprofit legal organizations and advocates working on similar issues or in the same region.

Currently more than thirty regions are using Pro Bono Net's tools to build web-based self-help legal resources for low-income persons facing legal problems, as well as online support forums for over 20,000 legal advocates working on behalf of the poor.

Almost every one of the top 100 law firms has lawyers using [probono.net](http://probono.net). Pro Bono Net brings together representatives from legal services programs, pro bono projects, courts, law schools, libraries and social service organizations across a state to collaborate and coordinate the development of these statewide websites. To view existing statewide web sites, visit [www.lawhelp.org](http://www.lawhelp.org) and [www.probono.net](http://www.probono.net).

### **The Position**

With funding from a major national foundation, Pro Bono Net is looking for an experienced Product Manager with a successful track record. In this newly created position, you will guide a team that will be charged with developing and introducing a software product as a business unit.

You will be responsible for developing and overseeing all aspects of the organization's new software ASP product. The position is ideal for someone who wants to combine his/her marketing/business experience with an important social cause – increasing access to justice for the most vulnerable people in society through the use of innovative technology.

You will build the product from an existing idea and help to develop new extensions based on your industry experience and your contact with customers and prospects. You must possess a unique blend of business and technical savvy; a big-picture vision, and the drive to make that vision a reality. You must enjoy spending time in the market to understand their problems, and find innovative solutions for the broader market.

You must be able to communicate well with both internal and external constituents. You will work with an engineering team to define product release requirements. You will lead the marketing communications to define the go-to-market strategy, the product positioning, its key benefits, and our target customer. You also will serve as the internal and external evangelist for the offering, overseeing the sales channel and working with key customers.

Because we are a small organization, your role will be both strategic and tactical. We will look to you to run the business and implement and oversee product development, roll-out and support.

### **Key Responsibilities**

- Managing the entire product line life cycle from strategic planning to tactical activities, including daily management, oversight and staff support of all aspects of the business.
- Driving a solution set (including development/engineering and marketing/communications) through market requirements, product contract, positioning, and potential partner relationships.
- Specifying market requirements for current and future initiatives by conducting market research supported by ongoing visits to customers and potential customers.
- Developing and implementing a go-to-market plan and marketing collateral, including announcements, press releases, promotional fulfillment, briefings, tradeshow, and training.

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- Achieving revenue targets and developing sales strategies, including tracking customers, potential customers and donor relationships.
- Creating a strategy for and overseeing ongoing customer support and account management for participating firms and corporations.

**Candidate Qualifications**

- 5+ years of software marketing/product management experience. Background in technology (computer science/engineering degree or work experience) and/or legal sector preferred. Experience with nonprofit organizations a plus.
- Web-savvy and fluent in the discussion of web-based tools and broad understanding of the software development process required; additional knowledge of online advertising preferred.
- Experience driving customer research, business case development and requirements definition.
- Demonstrated ability to lead projects, work well with people, and foster and facilitate collaboration.
- Confident and skilled communicator (written and verbal) with knowledge of presentation and CRM applications and the ability to explain complex features/concepts to non-technical audiences.
- Must be a self starter that is comfortable working in a start-up paced organization.
- Strong analytical and problem-solving skills
- Detail oriented and extremely organized, with proven ability to establish priorities and achieve results.
- College degree or equivalent required. Graduate degree (e.g., MBA, JD) preferred.
- Based in New York City.

**Compensation, Benefits and Travel**

The salary for this position will be commensurate with experience. Full medical benefits. Liberal vacation policy. Travel required to customer and potential customer sites (up to 25%). Reports to Executive Director. Based in New York City.

Pro Bono Net is an equal opportunity employer. Women, people of color, and people with disabilities are encouraged to apply.

Email resume, references, and cover letter to [jobs@probono.net](mailto:jobs@probono.net).