Product Owner – B2C Driver Loyalty App

Company Background:
i-media is an intelligent motoring media network, powered by data, insights and pioneering technology. We offer advertisers access to an attractive media-starved audience via full motion DOOH, experiential and in-app advertising solutions. A multi-layered communication platform delivering both broadcast and targeted audiences through the intelligent use of data and analytics, i-media is on a mission to digitise and redefine how brands connect with on-the-go motorist.

Role Background:
i-media is launching a B2C driver loyalty App, rewarding drivers for the journeys they make and offers they redeem. The goal is to create a truly omnichannel solution for brands looking to engage with motorists. The App has completed development and is about to enter extensive testing and completion prior to entering the market in June 2025.

Role Overview:
We are seeking a dynamic and experienced Product Owner to lead the final stage development and launch of a B2C Driver Loyalty App. This app will reward and engage drivers, fostering brand loyalty and enhancing customer satisfaction. The ideal candidate will have a proven track record in product management, a deep understanding of customer-centric app development and marketing, and experience launching and running a B2C App.

Key responsibilities will include:
- **Product Vision & Strategy:** Define roadmap for the driver loyalty app in alignment with business goals.
- **Stakeholder Collaboration:** Work closely with internal and external stakeholders, including marketing, design, development and engineering, and analytics teams, to refine requirements and ensure alignment on priorities.
- **Customer Insights:** Conduct market research and gather user feedback to identify key features and enhancements that meet the needs of the target audience.

- **Backlog Management:** Create and maintain a prioritised product backlog, ensuring that key tasks are well-defined and actionable.
- **Agile Development:** Collaborate with the development team in Agile ceremonies such as final stage sprint planning and daily stand-ups to deliver high-quality, incremental improvements.
- **Go-to-Market Strategy:** Partner with marketing and operations teams to plan and execute a successful app launch, including beta testing and post-launch iterations.
- **Performance Monitoring:** Define success metrics, monitor app performance, and implement data-driven improvements to optimize user engagement and retention.
- **Compliance:** Work with the Data team to ensure the app complies with data privacy regulations and industry standards.

Experience:
- 3+ years of experience as a Product Owner, Product Manager, or similar role in B2C mobile app development.

Industry Knowledge:
- Familiarity with loyalty programs, customer engagement strategies, or the mobility/automotive sector is a plus.

Skills:
- Strong understanding of Agile methodologies and tools (e.g., Jira, Trello).
- Excellent communication and stakeholder management skills.
- Analytical mindset with the ability to leverage data for decision-making.

Technical Acumen:
- Ability to work closely with developers and understand technical trade-offs.

Soft Skills:
- Proactive, adaptable, and results-oriented with a customer-first mindset.

What We Offer:
- Competitive salary and benefits package.
- Opportunity to shape a product from concept to launch.
- Collaborative and innovative work environment.

Application Process: To apply, please send your CV and a cover letter outlining your relevant experience and why you are passionate about this opportunity to phildiamond@i-media.co.uk

Join us in redefining driver loyalty through innovative technology!