



Job Opportunities

Helping the world get where it needs to be.

IRU is the global industry association for road transport, driving the sustainable mobility of people and goods across the planet. The IRU Academy is IRU's training arm. Through a network of over 65 Associate Training Institutes (ATIs) in more than 45 countries, we train thousands of drivers and transport operators every year to ensure better safety, efficiency and sustainability. Our network of transport associations and operators, government agencies, vocational schools and universities work with us to make road transport more professional.

Our rapidly evolving and dynamic organisation in Geneva is looking for a

Product Manager – Academy Services

JOB SUMMARY: The Product Manager – Academy Services will review the existing service offering, and lead the idea generation, conceptualization and development of improved and/or new services to create a successful IRU Academy value proposition. He/she manages all transformational activities and projects required to ensure a successful adoption and high acceptance of IRU Academy services.

RESPONSIBILITIES:

- Determine customer's needs and desires by conducting the research needed to obtain market information that will allow to maximise the value proposition of the IRU Academy services.
- Establish a new compelling and coherent vision for the portfolio of the IRU Academy services in line with IRU Strategy.
- Recommend the nature and scope of present and future educational services by reviewing service specifications and requirements; appraising new service ideas and/or services improvements against hard facts collected by research.
- Sketch, test and refine a sustainable business model for the new portfolio of IRU Academy services.
- Assess market competition by comparing the IRU Academy's services to competitors' services.
- Define the go-to-market strategy of the new portfolio or services (positioning, pricing, and distribution).
- Bring new products to market in coordination with the training production, marketing and sales teams.
- Initiate, lead and organise the projects required to deliver the new offering (team composition, roles & responsibilities, scope, definition of success, resources and planning).
- Execute all the above in coordination with the different teams and partners.

QUALIFICATIONS:

- University degree in economics, management, information systems or any relevant subject.
- Product management experience, incl: understanding the customer, requirements analysis, product design and offering development, pricing, competitive analysis, etc.
- Project management experience (minimum 5 years) in different organisations within an international scope.
- Experience in road transport and logistics is a strong asset, prior exposure to educational services a plus.
- Knowledge of Steve Blank's Customer Development and Eric Ries's Lean Startup principles is a strong asset.
- Fluent in English.
- Willingness to travel (20% on average, with possible peaks at 50%).