



## Senior Product Manager, Digital Learning

### About the Corporate Governance Institute

The Corporate Governance Institute is a global leader in online corporate governance education and certification.

The company has had global aspirations from the start and today we serve customers in over 79 countries and employ people from a variety of international and cultural backgrounds. Our growth has significantly increased year over year, and we are looking to continue with that ambition and scale.

We're not just a business; we're a passionate team aspiring to make a significant impact in a €60 billion + market. Backed by leading industry practitioners, governance experts and a very experienced senior leadership team we are ready to accelerate our growth further and faster to make the most of the market opportunity.

We have an exciting opportunity for a **Senior Product Manager, Digital Learning** to join our rapidly expanding team.

### The focus of the role:

Reporting to the Chief Product Officer, this is an exciting opportunity to own the end-to-end evolution and commercial success of TCGI's learning portfolio—**Diplomas, Certificates, Custom Partner offerings, Enterprise Microlessons, and Membership**.

Combine product management (roadmaps, delivery, AI-enabled experiences) with **product marketing** (positioning, messaging, GTM, enablement) to grow B2C, B2B, partnerships, enterprise, and membership revenue. Lead cross-functional launches while integrating AI for personalization, recommendations, and content discovery.

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## Key Responsibilities

### Product Strategy & Evolution

- Improve and expand learning offerings (microlessons, certificates, learning paths, custom partnership content, and membership journeys) using **AI for personalization, recommendations, smart discovery**.
- Define and maintain product roadmaps; manage dependencies, scope, risks, and transparent stakeholder comms.
- Translate pedagogy into scalable e-learning (adult learning, microlearning, simulations, accessibility).

### Go-to-Market (GTM), Positioning & Pricing

- Interview customers/market leaders; continually research to keep roadmap and messaging current and competitive.
- Craft positioning/messaging for Diplomas, CPD bundles, Certificates, and Membership; tailor by persona, region (UK/Ireland/Commonwealth/US/Global), and vertical.
- Lead launches and integrated campaigns (pages, onboarding journeys, lifecycle flows) for major programs.
- Own GTM playbooks (timelines, sales enablement, KPIs); partner with CPO/CRO on **pricing, bundles, promotions** across one-off and subscription models; support segmentation for CAC/LTV balance.

#### Enablement, Insights & Analytics

- Build **battlecards**, competitive comparisons, **value calculators**, and objection handling for Sales/CS.
- Analyze feedback and performance data to iterate features, content, and campaigns; be the internal **voice of the customer** across Product and Marketing.

#### Delivery, Quality & Platform Readiness

- Lead vendor/partner management (e.g., offshore development partners): scope, budgets, SLAs, and quality.
- Oversee & project manage UAT, **WCAG accessibility**, platform integrations, and deployment readiness on **Brightspace** and **Hivebrite**.
- Run agile ceremonies (sprint planning, backlog, retros) with clear acceptance criteria and release notes.

#### Innovation & AI

- Identify pragmatic AI/ML use cases (assistants/chatbots, smart search, auto-transcripts/summaries); stand up POCs and scale proven capabilities.

### Desired Experience & Education:

#### Experience

- **5+ years** in product management and/or e-learning product roles (Smart Learning/SaaS/content platforms), **and 5+ years** in product marketing or equivalent GTM ownership; combined candidates with 7–10 years spanning both areas are ideal.
- Demonstrated success launching complex products to **B2C and B2B/enterprise** audiences and growing conversion/engagement.

### Core Skills

- Positioning, messaging, persona-led campaigns, and pricing/package decisions.
- Instructional design literacy (ADDIE, Bloom's, microlearning, simulations); strong accessibility sensibility.
- Agile product delivery, roadmap ownership, stakeholder management, and partner/vendor leadership.
- Commercial/analytical mindset: segmentation, funnel analytics, testing/experimentation.

### Tools & Platforms

- **HubSpot**, Google Analytics, CMS (Webflow/WordPress), **LMS** (Brightspace, Docebo, LearnUpon), community platforms (Hivebrite).
- API-driven integrations; learning standards (**xAPI**, **SCORM**); cloud delivery.

### Qualifications

- Degree in Instructional Design, EdTech, Learning & Development, Computer Science, or related field; **AI/ML certification or demonstrable experience** is a plus.
- Outstanding written/verbal communication; confident cross-functional collaborator.

## Why Work With Us?

At The Corporate Governance Institute, we believe that great people make great companies. Here's what you can expect when you join our team:

- **Remote-First Company** - Work with the freedom to balance your life and career. Prefer to come into the office? Our doors are always open. Location preference for this role is Ireland/ the UK.
- **Competitive Salary & Work From Abroad** - We offer a market-competitive salary and the opportunity to work remotely from abroad for up to 20 days per year.
- **MacBook Provided** - Every new starter receives a MacBook to ensure you have the best tools to succeed from day one.
- **Learning and Development** - Access ongoing training and development opportunities tailored to help you grow professionally.
- **Quarterly Team Events** - Join in on fun and engaging events that bring the team together, whether virtual or in-person.
- **Bike to Work Scheme** - Support your wellbeing and sustainability with our bike-to-work program.
- **Inclusive and Collaborative Culture** - Be part of a diverse, ambitious team passionate about making a real impact in corporate governance education.



## Join Us

If this sounds like the right fit for you, we'd love to hear from you. Please submit your CV along with a brief cover note outlining your interest in the role.