



Vacancy

Product Manager Mobile App





In The Netherlands, the Nationale Postcode Loterij (National Postcode Lottery) and Vriendenloterij (Friends Lottery) are very popular. You can win prizes with your neighbors while supporting charities for a better world. The lotteries are played in five European countries and include a best-in-class, mobile app. The Mobile App Project Manager will have a clear vision to perfect and scale the app's further development.

Requirements

- 6 years' experience
- In mobile app product development
- Experience in innovative organizations
- And in digital-first cultures
- Pioneering nature

 Amsterdam

 Minimum of 6 years' experience



About the company

The National Postcode Lottery

In The Netherlands, lotteries with a social spending mission have existed for centuries. Post World War II, this winning concept was frequently used by a variety of organizations that were raising money for the country's reconstruction efforts. In 1961, the lotteries united into a formal 'charity lottery'. In 1989, former Novib employees founded the official National Postcode Lottery.

They have enjoyed success and engagement thanks to innovative marketing campaigns, from advertisements and their well-known envelope mail-outs to a TV show Miljoenenjacht (Million Dollar Hunt). Lottery Participation is fun and can change the lives of an individual or an entire street. Meanwhile, it also makes the world a better place, as the proceeds are donated to charities that support people and nature. That's why the National Postcode Lottery touches such a wide Dutch audience who know their ticket purchases will help contributing to worthy causes. Since it was founded, the lottery has donated more than eight billion euros to charities, and the organization is one of the top three of the world's largest private donors. ▶

On the way to digital first

The Postcode Lottery Group is also active in other countries: Germany, UK, Norway, and Sweden. One of their strategic pillars is its Group Product. It enables the organization to continue growing and ultimately raise even more money for charities.

The Postcode Lottery Group is further developing its focus on digital product innovation and creating scalable, best-in-class customer journeys. Their vision is to attract a maximum amount of customers while providing optimal customer service. That's why their mobile app is key to their strategy and the Mobile App Product Manager will be responsible for its further developments. ▶





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The Postcode Lottery Group's Mobile App Product Manager will continue to develop their new app, which is in its early development stage. They manage a cross-functional scrum team of Developers, a Product Designer, a Product Researcher, and an Agile Coach, and will report to the Head of Product for NL.

Perfecting the app

The Lottery's Mobile App was launched in March, 2024. It provides users with a VIP card experience with the Friends Lottery and offers fun, countrywide outings they can enjoy. The Postcode Lottery Group is developing the app with the strategy to provide all customers internationally with a best-in-class mobile experience. The entrepreneurial, ambitious, and curious Mobile App Product Manager will act as a pioneer in its development as well as manage and steer its progress. Along with their team, the Product Manager will focus on personalization and entertainment features, while maintaining its scalability developments. ▶



This role is an exciting challenge for a very customer-oriented and entrepreneurial Product Manager, who can also guide and motivate colleagues and in the future, may coach several Product Owners. They stimulate a data-driven culture around product development and innovation. They also apply best practices in research, experimentation, analysis, and release cycles. This role provides a clear vision of emerging trends and technologies for the entire team. And they create clear roadmaps, manage effective processes, and measurable KPIs.

The Mobile App Product Manager has the opportunity to scale up an “VIP” app that will engage millions of participants while making a great social impact.



Interested?

The National Postcode Lottery is working with Top of Minds to fill this vacancy.

To express your interest, please contact Jessica Lim at

jessicalim@topofminds.com.

“The Mobile App Product Manager combines vision with execution experience. They bring entrepreneurial energy to the role and inspire their team and the business by clearly communicating the vision, strategy, and plans at all levels.”

**Mike Bouckaert,
Group Product Director**