citizen
M
hotel

VACANCY

Product Manager of Mobile Apps

Requirements

- Over 6 years of experience
- In mobile development environments
- In B2C
- Preferably with lifestyle-related companies or brands
- Analytical and empathic

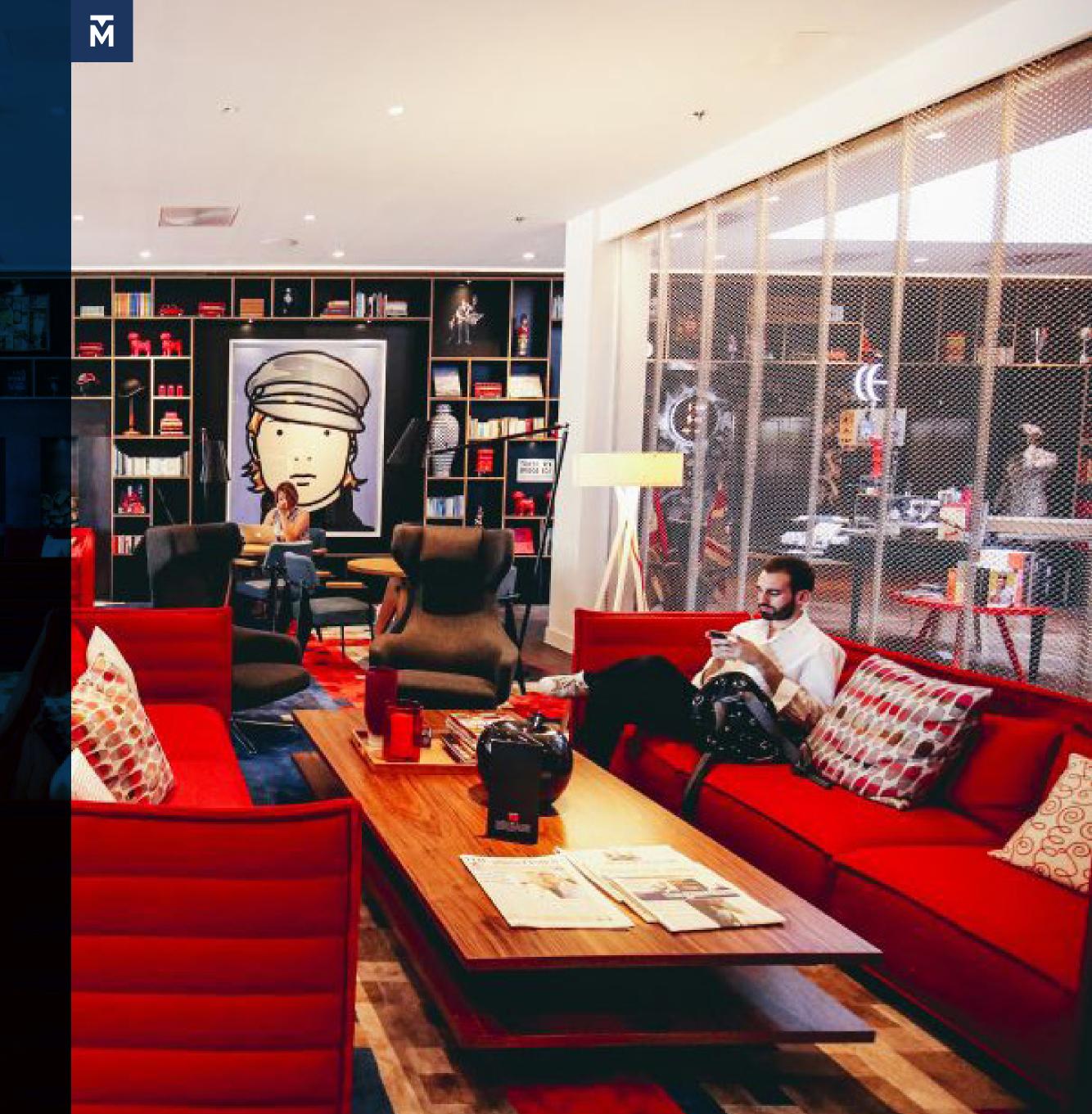 Voorschoten   Minimum of 6 years' experience

citizenM does hospitality differently. They create a loyalty-inspiring and fully contactless customer experience that is unique to the industry, yet identical across their twenty-four hotels worldwide. To increase adoption of their mobile app and keep improving the customer experience and grow customer loyalty, citizenM is hiring an entrepreneurial Product Manager of Mobile Apps.

citizenM

citizenM started fourteen years ago in Amsterdam as a start-up in the hotel industry. Since then, they've opened twenty-four hotels worldwide. And they still maintain their start-up culture, which fits their vision as a disruptor in the hospitality industry. They do this by offering a unique experience rather than a transactional stay, and fostering a longer term connection with guests that inspires them to return.

Every citizenM hotel maintains high sustainability standards, from selecting new building sites based on strict criteria to using less than ninety percent of renewable energy and hundred percent LED lights in the hotels, which even automatically switch off after guests check out. Other sustainability efforts include reducing food waste and controlling light and temperature in specific areas of each hotel.

citizenM does not think of their guests as incidental customers. Rather as committed citizens who feel a connection to the brand. Their goal is to become the hospitality brand of choice, which these citizens look for when booking a stay in another city and where they feel immediately at home upon arrival. This requires a strong focus on customer experience. For citizenM, this covers several aspects: a disrupting membership program, but more importantly, the unique option to enjoy a completely contactless stay, where the mobile app plays an vital role. For instance, MoodPads in each room let guests control and plan comforts like temperature, ordering food and drinks twenty-four seven and the choice of having housekeeping clean their room.

In the next year and a half, citizenM will open sixteen more hotels, which reflects their high growth strategy. This will take place within an exciting work environment, where the start-up culture empowers boundless innovation and disruptive ideas. An ongoing transformation ensures the large, international Customer Experience team of about sixty people can work more effectively together. Hybrid working is the norm, with three days a week at the office, and the option to work from any of the citizenM hotels worldwide – or stay in one for free on weekend trips and holidays.

Product Manager of Mobile Apps

The Product Manager of Mobile Apps will be responsible for the iOS and Android apps and MoodPad, the in-room iPad apps. They will lead the end-to-end product lifecycle and co-define and execute the digital customer strategy. Within the defined scope and budget, the Product Manager Mobile Apps will prioritize, manage the backlogs and steer two dedicated development teams.

In addition, they will manage user stories, coordinate with UI and UX teams, and communicate and collaborate about these developments with important senior stakeholders across the company. The digital customer journey will support the launch of citizenM's engagement program 'citizenship,' which requires close cooperation with all e-commerce, customer-facing and customer experience departments.

The Product Manager of Mobile Apps' success within the first year will be defined by guests' increased adoption of the iOS and Android apps, from the current twenty-five percent to the target of thirty five percent. Although this role is responsible for both the guest app and the in-room MoodPad app, approximately eighty percent of their work will be focused on the guest app. The iOS and Android apps are being created by a dedicated team of four external developers, while the MoodPad external development team consists of one developer. In addition, the teams also have internal dedicated UI / UX specialists, as well as data and business analysts.

The Product Manager of Mobile Apps has a strong affinity with online lifestyle brands and knows how these brands became successful, by either working for these companies or through an active interest. The right candidate is comfortable working in an environment that is not yet fully structured and where personal freedom over opportunities and responsibilities can be expected. They are comfortable working with several stakeholders outside the direct team, and are excited to present and defend ideas to senior leadership. ■

"We want our app to be considered the Uber of the hospitality industry. To make this happen, we need an entrepreneurial Product Manager with a deep affinity for lifestyle brands and customer experience."

Interested?
citizenM is working with Top of Minds to fill this vacancy.
To express your interest, please contact Lidewij Kosters at
lidewij.koster@topofminds.com.