



BEATFREEKS

Product Manager (National Youth Trends)



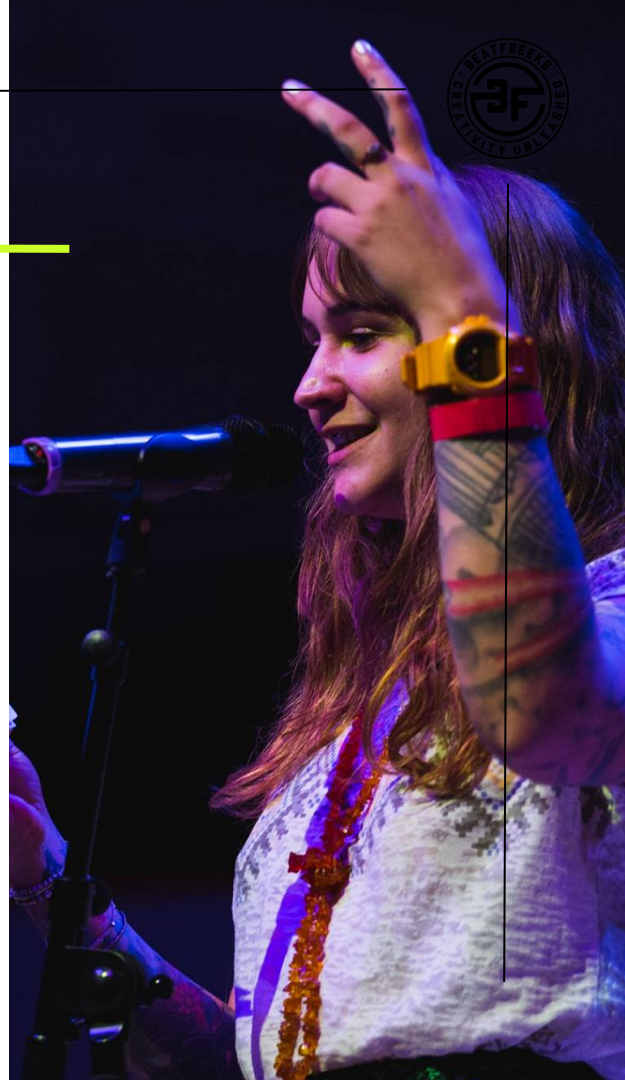
BEATFREEKS

Beatfrees is an engagement and insight agency with a vital community of young creatives.

We work with brands, institutions and organisations to scale their relevance with 16-35 year olds as Citizens, Workers and Consumers.

Our model is simple: the more young people exercise their influence through creativity, the more relevant organisations become, and the more they can shape the world together.

Read about our story [here](#).



ABOUT THE ROLE

As Product Manager for our National Youth Trends insight subscription product, your role will be to:

- Plan, manage and create a variety of creative insight content for our proprietary research subscription product (we'd love you to be confident creating content as well as working with content creators)
- Manage and track the quarterly content and event schedule for the product, against timeline, milestones and budget
- Manage our annual public-facing National Youth Trends survey and analysis
- Bring a creative approach to developing the National Youth Trends online platform with external suppliers
- Respond to the needs of the National Youth Trends customer base.

We're looking for someone with experience in successfully managing an online product. You will thrive in a fast-paced, youthful environment, be a self-starter, happy to get hands-on and have a high standard of yourself and others.





KEY RESPONSIBILITIES

The role will entail:

- Managing and taking accountability for National Youth Trends (NYT) as a Beatfreaks product, which includes conducting research projects, creating digital & social content, copywriting, conducting focus groups, interviews and surveys.
- Monitoring and evaluating progress and performance of the subscription offering, ensuring we're analysing data and continually improving the platform,.
- Actively managing & monitoring budgets, timelines and risks, as well as providing regular feedback and status updates internally to key stakeholders.
- Taking an innovative and creative approach to gathering insights from 16-35 year olds
- Working with the internal team and external resources to proactively create content and undertake research, based on current events and trends.
- Acting as an ongoing point of contact for NYT clients and working with Premium subscription clients to schedule and ensure they are getting value from their consultant time.
- Taking responsibility for ensuring National Youth Trends methodologies are adhered to in research.
- Being responsible for all content, features and functionality on the National Youth Trends subscription-only website.

SKILLS AND EXPERIENCE

- Experience of managing, owning and delivering products (insight products would be a benefit)
- Experience of developing and managing an online platform, app or website
- Ability to run product development cycles and report on timelines, budget and milestones
- Experience of UX, design processes and working with branding guidelines
- Experience of conducting market research or academic research projects
- Track record of working, thinking and executing creatively
- Results-oriented
- Proven ability to manage others and make things happen
- Curious mind, interested in the social and global affairs affecting 16-35 year olds
- Creative writing / copywriting
- Strong commercial focus gained in a client/customer-focused environment
- An understanding of budgets and keeping financial records
- The highest level of written and verbal communication
- Extremely well organised and able to work efficiently
- Strong attention to detail
- Able to set realistic but ambitious goals and reach them to the deadline
- Motivated and resilient - able to deal with bounce backs and maintain a solution focussed approach

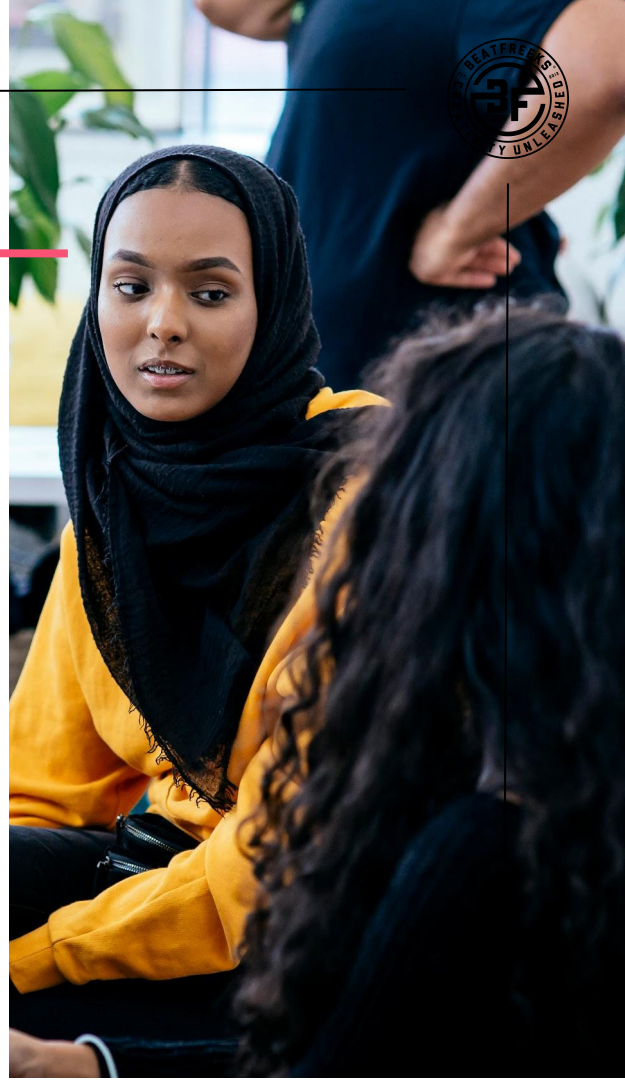
NICE TO HAVE'S

- Experience of working in a creative, marketing or digital agency
- An interest in journalism
- Knowledge of consents and data protection processes
- Digital knowledge and expertise
- Experience working with young people

HOW THE ROLE IS MEASURED

Each role is measured on up to three data points:

- **Everyone has a 360 review** - Once a quarter you will receive peer feedback, allowing you to spot areas you're less strong in and hear where you're performing brilliantly according to your team.
- **Everyone has 1 or 2 Role-based Metrics** - Each role at Beatfrees is measured by up to 2 monthly data points (these are role-specific), so for example for our Project Managers, we look at % of projects delivered on deadline and % of projects delivered within budget on a monthly basis.
- These metrics are taken into account as part of our pay reviews, which occur once every year.



BEATFREEKS VALUES

The Beatfrees values are incredibly important to who we are and have been since we were founded in 2013. We try and live and breathe them throughout all of our work. We make time to reflect on how present they are ensuring they stay live.

BE REAL

- We're professional but human.
- Authentic.
- Full of integrity.
- We show up. All in.
- We represent and reflect society.
- We're accountable and honest.
- Feet on the ground, eyes forward, open mind.

BE USEFUL

- We win when our clients and colleagues win.
- We're a team.
- We're experts.
- Trusted. Valuable. Helpful.
- Relentless in our pursuit of impact.

BE BRAVE

- We win.
- We move.
- We strive.
- We imagine and we go and get it.
- We're fearlessly creative.
- We're courageous and bold.
- We dare to do things differently.
- We lead by example.

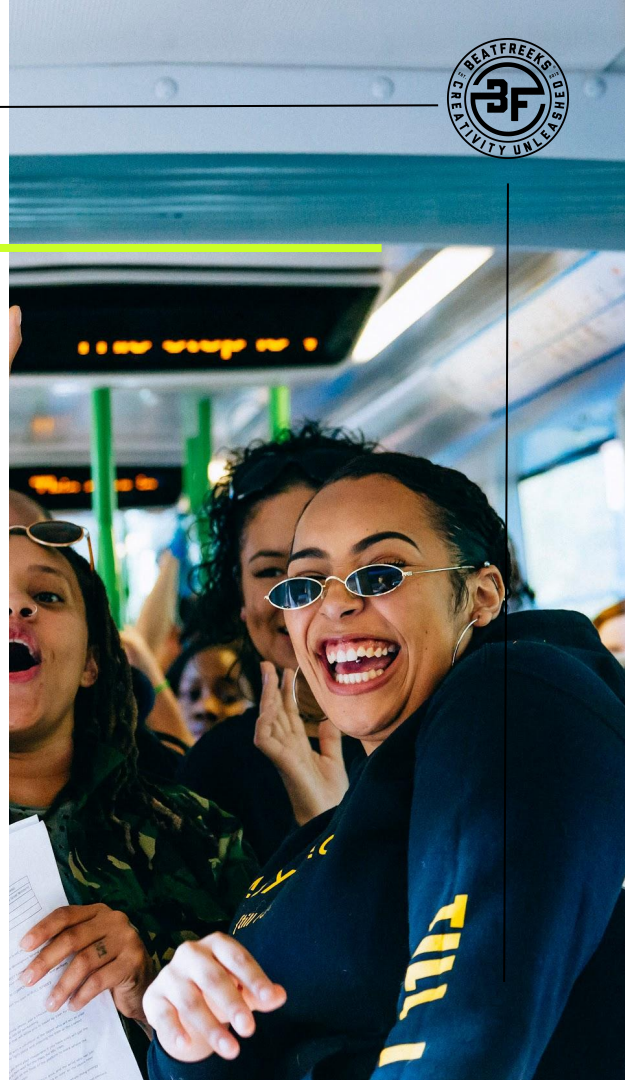




WORKING HERE

Working at Beatfreaks

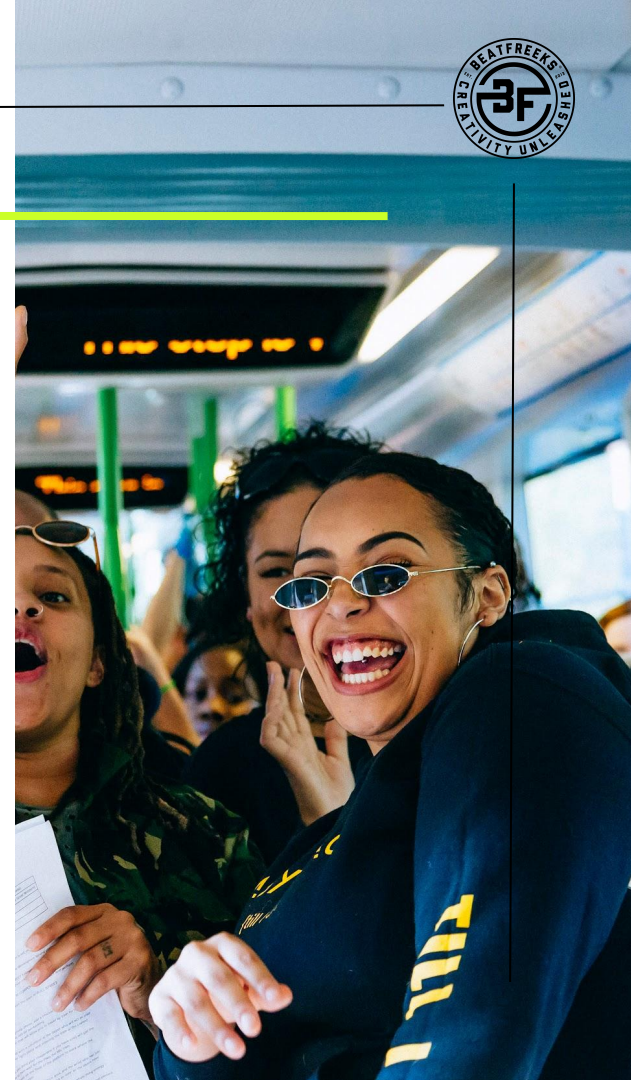
- We work hard, we turn up on time, we make the office & team an enjoyable place to be.
- We host our guests well.
- We take quick breaks but often to rest our eyes and brains.
- We get stuff done on time and we communicate often.
- We support each other.
- We are professional and have high standards.
- We are grounded and grateful.
- We collaborate.
- We don't wait to be asked to do something.
- We love what we do and we make sure we show it.



WORKING HERE

We want to work with people who

- **Believe in the power of young people.** We champion and work with this idea everyday, so it's an important one!
- **Want support to grow and develop.** We are ambitious and want to support our team to reach their goals and dream big.
- **Value inclusivity.** Equality, diversity and inclusion is super important to us. We are by no means perfect but we strive to be an "Institution of the Future".
- **Aren't afraid to get their hands dirty.** We are a small team with no dedicated IT department and a finance officer who works part time. We are excited by getting stuck in and making our work possible by never saying "that's not my job".





CONTRACT

This is a full time position with a 6 month probationary period.

SALARY

£30,000 - £40,000 per annum, depending on experience.

HOURS

40 hour week, Mon - Fri. Evening and weekend work sometimes required due to the nature of the role.

HOLIDAYS

25 days of annual leave (plus bank holidays) and including a 3 day Christmas closure

LOCATION

Beatfrees HQ in central Birmingham. Home / remote working optional as part of the flexibility model.

BENEFITS

Flexible working model
Wellbeing Support
Team socials
Additional, discretionary days off around Christmas and your birthday



APPLY

Key Dates

The applications deadline is **Wednesday 7th December at 5pm.**

Interviews for shortlisted candidates will take place during the week commencing **12th December** via video call.

We will be sending out interview questions in advance so you can prepare. We don't want to trip you up, we want to see if you're truly a good fit for us.

Successful applicants may be invited to a second round meet.

How to Apply

Apply here including **brief covering letter** or video, explaining why you feel you suit this role and highlighting your relevant experience.

The role is due to commence ASAP after the offer has been made, but we can be flexible with the start date depending on prior commitments.

Hiring Policy

We're not just committed to being an equal opportunity employer, we actively celebrate diversity in all its forms.

We actively welcome and want to hear from applicants who are marginalised. If you aren't sure if this is for you and are cautious about putting yourself out there (we've been there...) then why not have a chat with someone in the team first by contacting us at info@beatfrees.com

Let us know if we can do anything to make the application or interview process more accessible.

Please note, proof of the right to work in the UK will be required, as well as a DBS check due to our work with Young People.



QUESTIONS?

info@beatfreeks.com / 0121 794 0207 / www.beatfreeks.com