



Production of media content is the main role of DFL Digital Sports GmbH. With its headquarters in Cologne, DFL Digital Sports GmbH – a fully-owned subsidiary of DFL Deutsche Fußball Liga GmbH – creates media content on its behalf and implements its operational content output via various technologies. Production of content for international markets and in-house websites such as bundesliga.de also forms part of the work of this business unit.

To support and continue the successful development of the company, we need you to join us at our Cologne location as

Product Owner App/Mobile Web (m/f)

The Product Owner App/Mobile Web (m/f) of the Bundesliga will be a member of the Product & Technology management team of DFL Digital Sports. Your main task is to ensure continual enhancement of our existing App and other mobile web services.

What you can expect from the playing field:

- You are responsible for the development of our digital mobile products (apps, mobile internet offers) throughout their entire product lifecycle: product vision, development, introduction, functional release etc.
- As Product Owner, you plan the product road map, including the appropriate milestones, and lead an agile, cross-functional team
- You enjoy working with developers, UX designers and other stakeholders
- You see yourself as a unit working in particular with our Digital Content Management Team for apps and mobile web services
- You have the pulse of the market, monitoring the latest trends and devising your own product development strategies accordingly
- In addition, you analyse existing data sources to gauge the right KPIs for measuring and improving our mobile portfolio
- You communicate our product strategy and product development progress to the entire company

What you should have in your kit bag:

- A university degree in business management, journalism, media studies, IT or equivalent qualification
- 4+ years' experience in the digital product domain, preferably for a large media, sports, creative or production organisation
- A passion for everything to do with apps and mobiles
- Sound knowledge of mobiles as content platforms (native and mobile web), from both a user and technical perspective
- Experience with search engine optimisation (SEO) and app store optimisation (ASO), push-notification services, video player usage and social media
- A deep-seated understanding of how data and analysis can be read and used to inform decision-making
- An interest in researching, learning and implementing product development techniques
- The ability to put yourself in the user's shoes and map their needs in a meaningful way
- Excellent German and English language skills, both written and oral

Apart from being a fan of sport in general and the digital world in particular, you need to bring the following attributes to the role:

- High motivation to achieve outstanding results
- Hands-on mentality and a love of developing your own ideas and putting them into practice
- Real appreciation of data and enjoyment using it to inform decision-making
- Desire to be part of a team and continually develop its output

We offer:

- Work within the international environment of the Bundesliga
- Freedom to shape your everyday work
- The chance to work within in a highly dedicated and dynamic team
- Excellent professional development measures
- Superb team spirit throughout the entire organisation

This role has an initial fixed term of 2 years.

All of this sound like you and you are the right fit for us? Maybe you are looking for a career change with everything we need in your kit bag?

Then apply for this role, sending all of your documentation, including your potential start date and salary expectations, **by email only to:**

bewerbungen@df1.de

DFL Deutsche Fußball Liga GmbH
Human Resources Department – Applicant Management