



Product & Platform Experience Lead

Gestionnaire mise en marché et expérience plateforme

Location: Montréal (hybrid)

Reports to: Senior Product & Digital Project Manager

Type: Permanent, full-time position

Start date: As soon as possible

About us

Founded in 1997, the Juste pour divertir / Just For Entertainment Group is much more than a company: it's a machine built to create memorable moments. From festival stages to the big screen, we reach audiences across Québec and around the world. Our secret: specialized teams that blend rigour with pure creativity to bring massive projects to life. Our mission is simple: entertain the world, one project at a time.

What we offer

- Access to our summer festivals
- Complimentary show tickets
- BIXI discount -40% / Cycling -30%
- Corporate discounts on escape rooms, gyms, spas, meal kits...
- Collaborative work environment
- Hybrid environment, creative and entrepreneurial culture

The mandate

Reporting to the Senior Product & Digital Project Manager, this person is responsible for merchandising content directly on the JFL+ platform and for the customer and navigation experience, while supporting the full scope of their manager's project management activities and ensuring that decisions and deliverables are actually implemented and operationalized.

Key responsibilities

Platform merchandising

- Lead the visual and featured-content merchandising strategy on the platform (homepage, carousels, internal promotion, etc.)
- Optimize the content tree and navigation to maximize discoverability, consumption, and user experience
- Link platform merchandising priorities to the company's key strategic initiatives

Creative and retention

- Contribute to the platform's creative direction (visuals, styling, tone, content presentation)
- Develop and execute the subscriber and user retention strategy

Supporting the Senior Manager's mandate

- Take part in the full range of project management activities led by the Senior Manager
- Ensure the full implementation and operationalization of decisions and deliverables



- Take on other affiliated projects based on team priorities

Candidate profile

- 5 to 8 years of experience in digital platform management, user experience, or content merchandising, ideally in media, entertainment, or streaming
- Creative sensibility and strong interest in brand management, navigation, and content discovery experience
- Demonstrated ability to execute and operationalize, not just plan
- Bilingual French/English required