



Senior Product & Digital Project Manager

Gestionnaire principal(e), produit et projets numériques

Location: Montréal (hybrid)

Reports to: VP, Chief of Global Distribution and Platform

Type: Permanent, full-time position

Start date: As soon as possible

About us

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

Just for Laughs / Juste pour rire is looking for a Senior Manager to own the product vision and customer experience of the JFL+ platform, with a mandate to grow users and revenue, while leading the delivery of the digital projects that drive it forward. The role combines project management (timelines, budgets, technical dependencies) with ownership of product positioning across internal teams, partners, and customers, in a bilingual, multi-market environment. This person leads a team that includes the Manager, Platform Merchandising & Experience role.

Key responsibilities

Product vision, growth and customer experience

- Continuously identify and adjust product needs to align strategic objectives with market developments
- Drive growth in product-related revenue as well as in the platform's active users and subscribers
- Improve the user experience around platform consumption and subscription
- Ensure brand consistency across all digital touchpoints
- Track key retention, acquisition, and monetization metrics, and report on them

Messaging alignment



- Present the product and its initiatives to internal teams and partners to ensure their understanding, engagement, and ability to effectively support partners and customers
- Align product needs with internal and external stakeholders, translating them into clear requirements to guide decisions and deliverables
- Foster effective collaboration and clear communication with internal and external partners to ensure initiatives stay aligned

Go-to-market and distribution strategy

- Design and deploy strategic go-to-market plans
- Propose customer-facing directions and follow up on them
- Assess the effectiveness of go-to-market initiatives and generate ideas to increase their impact
- Contribute to developing and deploying the product's distribution strategy

Team management

- Effectively manage the team's workload

Digital project delivery

- Lead the planning, execution, and delivery of complex digital projects on time and on budget
- Coordinate technical dependencies related to streaming or other projects with the relevant teams
- Oversee quality assurance and testing ahead of launches, and track project risks

Candidate profile

- 7 to 10 years of experience combining product strategy and project management, ideally in media, entertainment, or streaming
- Hands-on experience with a digital or OTT platform
- Demonstrated experience growing users or revenue on a digital product
- Team management experience
- Bilingual French/English required
- Excellent communication and prioritization skills in a fast-changing environment