



## Carbon Wallet – Product Lead (6-month contract)



### About Carbon Wallet

Serving as a Hong Kong One-stop Reward App to Go Green, Carbon Wallet is an MTR-backed social innovation venture aspiring to encourage and incentivize public to adopt a low-carbon lifestyle and act on climate change.



Through the App, Carbon Wallet empowers the public to record their green actions, track their carbon emissions saved and reward their low-carbon lifestyle. Users can also find recycling points, vegetarian restaurants and water filling stations in Hong Kong at their fingertips.

Carbon Wallet is committed to co-creating a green ecosystem in Hong Kong in collaboration with green groups, social enterprises and sustainable businesses.

Every little step counts!

### Position:

**Product Lead (6-month contract)**

### Key Responsibilities:

1. Lead the ideation, execution and launch of product development to drive user acquisition, retention and engagement with concrete KPIs
2. Manage product planning and roadmap to align with business direction and company vision, define release priorities and closely collaborate with internal teams
3. Understand market best practices to inform product strategy and designs
4. Define product metrics and work with Data team to build dashboards for performance tracking
5. Analyze and leverage data insights to make product decisions and achieve product success metrics
6. Develop user stories, define features and requirements and iterate based on feedback from users and internal teams
7. Communicate details and implementation with cross-functional teams with extreme attention to details

8. Manage designers and developers to ensure timely delivery of product requirements and releases

### **Preferred Qualifications:**

1. **Passion in sustainability:** building a leading green lifestyle platform in Hong Kong
2. **Aspiring change agent:** passion in driving behavioural changes and empowering public to act on climate change
3. **Proactive, result-oriented and self-driven fast learner with entrepreneurial spirit**
4. Excellent team player with **empathy, proactiveness, humility and attention to details**
5. Strong **customer-centric approach** to solve problems with a **data-driven work style**
6. Excellent understanding in **users, market, competition and future trends**
7. > 1 year of product development or front-end developer experience is preferable
8. Experience in Agile and mobile App project management is preferable
9. Experience in using project management tools (e.g. JIRA, Slack) and UXUI software (e.g. Figma, Sketches, InVision) is preferable

### **What you will get:**

- An awesome team of young, fun, passionate and versatile colleagues who value excellence, empathy, proactiveness and humility
- (A lot of) Ownership of your work and making impact in Hong Kong
- An opportunity to define the features and strategies of a product with much growth potential
- A company vision which takes sustainability seriously and craves for creating social values and driving changes
- Good remuneration package and negotiable benefits with flexible work arrangements

If you are interested in this position, please email your CV and expected monthly salary to [enquiry@carbonwallet.com.hk](mailto:enquiry@carbonwallet.com.hk). Feel free to reach out to us if you have any questions!