treeapp

Position: Product Manager

Period & Start date: Full time - ASAP

Location: London

Salary: Competitive

Experience: Minimum 3 years (ideally 3-7 years)

About Treeapp

Treeapp is one of the fastest growing startups in the climate-tech space - working with 2,000+ businesses and growing a community of 100,000+ users!

We're a global tree planting organisation operating sites across the world, supporting both businesses & individuals to make a difference. We specialise in working with businesses to integrate tree planting directly into their offering as well as offset their carbon emissions. Treeapp also operates a leading mobile app, which enables anyone to plant trees for free.

Treeapp has been growing rapidly, and we're proud to have planted more than 6 million trees. We're a certified B-corp, working together with the UN Decade of Restoration, the World Economic Forum via their Uplink program and part of the 1 Trillion trees program.
Have a look at our 2025 impact report here to read more about the work we do!

The role

You'll be responsible for the full life-cycle of the product with ongoing oversight to track the progress of development & monitoring, and presenting how successful the outcomes are. You will work closely with colleagues across product and engineering to solve challenges and ship new products on both our website & app. You will work directly with our cofounder to define the vision, strategy, and roadmap for our products, ensuring it aligns with customer needs and business goals.

As part of your work, you will coordinate closely with cross-functional teams, engineering, design, marketing, and sales to prioritise features and deliver high-quality solutions. Your role also involves gathering user insights, analysing market trends, and making data-driven decisions to improve the product. Ultimately, you act as the bridge between internal teams and customers to drive product success.

What we look for:

- Academic qualifications are not required, but good to have
- 3+ years of experience in product management
- Must have good experience using:
  - Confluence and the whole Jira suite of products
  - Figma (prototyping, low-fidelity and mid-fidelity mockups)
  - Google suite of products (Google calendar, Gmail)
- Data analysis & metrics tracking (using tools like SQL or Google Analytics)
- Experience leading Agile teams, planning and managing sprints, and conducting Agile ceremonies (stand-ups, retrospectives).
- Technical literacy (familiarity with APIs, databases, cloud platforms, and software development basics).
- Market & competitive analysis (leveraging research methods and tools to assess opportunities).
- User research (qualitative and quantitative research methods, extracting insights and product ideas from user feedback).
- Soft skills that we love to see:
  - Able to prioritise between different requests & requirements
  - Leadership skills; being able to lead the product development team
  - Strong communication skills, with the ability to efficiently communicate across tech, marketing, sales, and senior leadership.
- Good understanding of user experience principles, product usability and accessibility.
- Passion for our goal and strong desire to be part of the mission.

For bonus points:

- A/B testing & experimentation (designing, running, and interpreting experiments to validate product decisions).
- Experience with both B2B & B2C problems & solutions (e.g. working on a website that has both end users and a client side - an example could be ecommerce)
- Experience working with different teams (sales, marketing and engineering) to plan a quarter ahead
- Experience with prototype usability testing.
- Experience with manual end-to-end app testing and attention to detail.
- Experience working with product management and design AI tools, such as ChatPRD, Figma Make, Lovable, etc.

What you'll get:

- Weekly drinks and regular team socials
- Free coffee, tea and beverages from the barista in the office
- Variable work location (4 days in the office per week, fully remote in August and half of December)
- Option to get equity in Treeapp after 12 months in the role
- Treeapp merchandise
- Pension scheme
- Opt-in Cycle to work scheme
- 30 days off (incl bank holidays) & the day off on your birthday
- Have your own personal impact by positively contributing to restoring the world's forests
- Opportunity to enhance career development (various opportunities for training or development will arise within the role)

Contact details

Please send your CV + motivational letter (optional) to careers@thetreeapp.org

Do you want to change the world? Join us and we'll change it together.

Treeapp cultivates a culture of inclusion and equal opportunities without regard to race, religion, gender, gender identity, sexual orientation, national origin, disability, age or other. We recruit and reward based on capability and performance and believe differences and unique perspectives will create a thriving and innovative community.