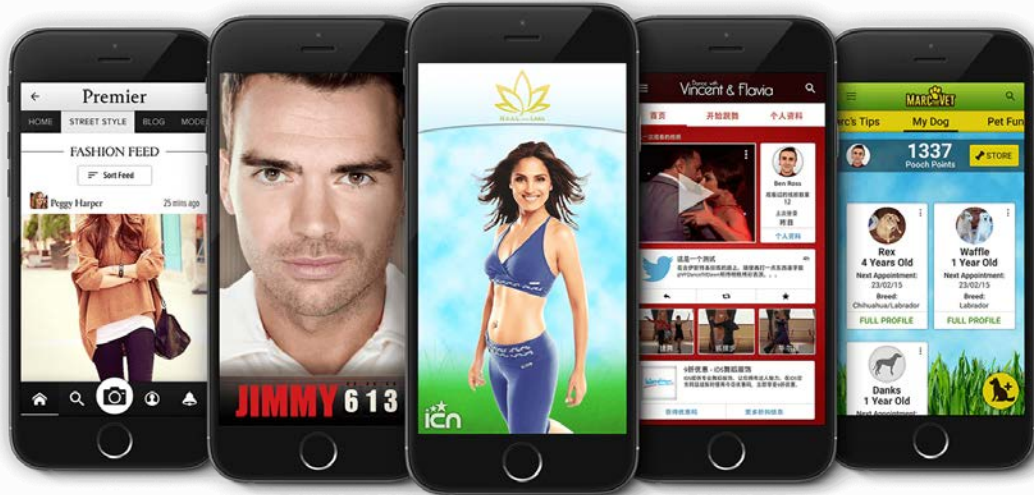




## INTERNATIONAL CELEBRITY NETWORKS



### JOB DESCRIPTION TRAINEE PRODUCT EXECUTIVE 2017

[www.icn-apps.com](http://www.icn-apps.com)



## JOB DESCRIPTION

### Trainee Product Executive

#### About the Company

ICN is a cutting edge digital media publisher that has developed a highly respected Apps portfolio with leading talent/celebrities in a number of markets. ICN Apps have received 15 accreditations on Apple iTunes, Google Play and Windows Marketplace, two of its Apps have featured in the Sunday Times 'Top 500 Apps in the World' list, as well as numerous award nominations.

ICN has been headquartered in Nottingham's Creative Quarter since the summer of 2013, and has a team of around 10 employees both full and part time, and is planning to add approximately another 6-8 to this team in 2017. ICN Apps has published products aimed at American, Indian and Chinese consumers as well as for a UK audience.

ICN is way more than simply an 'Apps developer' – it has expertise and resources across the full range of digital media skills required to not only develop Apps, but market them, make them engaging and encourage returning users and non-intrusively monetise that activity. So everything from App Development and Design to Product Management and Project Management, to Video Production to Digital Marketing, Social Media and Digital Media Sales.

Under the banner 'ICN Media', ICN also partners with a number of companies to pass on their specialist expertise and help them with Apps, video and the full range of digital media requirements.

[www.icn-apps.com](http://www.icn-apps.com)

[www.icn-media.com](http://www.icn-media.com)

In 2016, and in partnership with the University of Nottingham, ICN's work to help develop and progress graduate talent, plus recognition of the role graduates have played in the growth of ICN, was recognised in national Award nominations for the 'Best Collaboration between a University and Employer 2016' and 'Best Careers Service Engagement 2016'.



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AWARDS



ICN is fast moving with a relatively flat structure – it is the ideal environment to get a very strong CV quickly after graduation – and is the sort of company where you can put your ideas and your mark on the product portfolio right from your first week in the job!



### **Job Purpose**

ICN is constantly planning 2-3 versions ahead in terms of its App releases, across its portfolio, and for its third party partner clients.

The purpose of the role will be to create App specifications in preparation of a new update or App. Creating App specifications will require competitive analysis and Market research to ensure that our App's remain competitive and are in trend with the latest App's on the App stores.

The Product Executive will also be required to do Q+A testing on each of the Apps in ICN's current roster and then feedback on whether any bugs have been found and what is recommended to be updated.

The job will also provide an opportunity for video editing & video production, with on the job training.

### **Job Duties**

- Working directly with the product manager to conceptualise and manage the development & release of products.
- Keep up to date on the latest industry trends in the mobile technologies.
- Engage in valuable market research on competing Apps.
- Testing and Q+A of our current roster of Apps.

### **Training**

- Relevant training necessary will be provided to support the job role and your activities, but this is very much a 'learning on the job' role.
- Our team are highly skilled and will give you all the right knowledge to start producing valuable work.

### **Reporting & Key Interfaces**

This role reports to the Product Manager.

### **Type of Role**

- Preferred option: temporary to permanent: initially an 8 week position with the opportunity to become a permanent role thereafter.

### **Hours & Holidays**

- Full time (c.35 h/pw Monday-Friday).
- Holidays are 22 days per year (pro-rata).

### **Salary**

- Minimum wage for age bracket during a probationary period moving to negotiated salary after the probationary period. Salary reviews then each 4-6 months thereafter, as ICN believes that young people develop fast, and this deserves to be recognised and rewarded.



## **Skills & qualifications**

### **Essential**

Some evidence of having previously worked in a product development area, or a strong desire to do so. Knowledge of the digital market, especially in Apps. Tech-minded but not necessarily one with coding knowledge.

### **Desirable**

An understanding or demonstration of competence in the following areas would be preferred, with further mentoring and development then in these areas as the role develops:

- Project Management (from design to implementation)
- Product Development.
- Video Production/Editing
- Design
- Roadmapping

***An awareness and interest in Apps and involvement in any form of projects or Apps that have been released would be seen as a major sign of commitment to this vocation.***