Senior Product Manager

Team: Product
Reports to: Chief Executive Officer
Location: Hybrid. London office minimum 2 days / week
Employment: Full-time, permanent

About TrueRights

Creators and talent should have control over how their work and identity are used, and be fairly rewarded for the value they create. Yet navigating content rights, licensing and permissions remains unnecessarily complex, especially as AI transforms the creative industry.

TrueRights is changing that.

We help creators and talent control, protect and monetise their content and likeness. Through our platform, creators can manage deals, monitor content usage, set AI permissions and unlock new commercial opportunities through our marketplaces and integrations.

We're an early-stage seed-funded company with ambitious plans, building at the intersection of creativity, technology and rights. We're looking for exceptional people who want to help shape what comes next.

The Role

We're looking for an experienced, hands-on Senior Product Manager to help turn our vision into exceptional products.

You'll work closely with our founder, Product Design and Engineering teams to bring clarity, focus and momentum to how we build. From defining what matters most to ensuring we deliver it well, you'll play a central role in shaping our product and how our teams work together.

This is an opportunity to establish effective product practices from the ground up, combining the structure needed to scale with the agility of a startup.

We're looking for someone who can balance strategic thinking with getting things done. Someone who understands that building great products isn't just about shipping features, but solving meaningful problems for users while creating measurable value for the business.

What You'll Do

- **Shape product direction.** Translate our vision, user needs and business objectives into clear priorities and roadmaps. Build compelling business cases and make informed trade-offs between impact, effort and quality.
- **Lead AI-native product thinking.** Shape how AI works for our users and the product, not just which features we ship. Stay ahead of the social and AI landscape, the integrations open to us and the dependencies they create.
- **Champion product discovery.** Partner with Product Design to understand users, validate opportunities and shape intuitive, high quality experiences that solve meaningful problems.
- **Drive product delivery.** Turn opportunities into clear requirements, user stories and acceptance criteria. Work closely with Engineering to manage scope, resolve blockers and ensure we deliver products that meet expectations. Run Engineering and Design work in one shared system, such as Linear.
- **Define and measure success.** Establish meaningful KPIs, OKRs and success metrics. Use data, research and customer feedback to evaluate outcomes and continuously improve the product.
- **Build effective ways of working**. Establish lightweight, scalable product practices that bring clarity, accountability and momentum to cross-functional teams without compromising startup agility.

What We're Looking For

- **Proven product leadership.** 5+ years of Product Management experience, ideally within startups or high-growth technology companies, with a track record of building and scaling successful digital products.
- **Creator domain experience.** Strong experience in the creator space, ideally at a platform with direct creator relationships, and a clear understanding of the social platform landscape and how to integrate with it.
- **Strong product and commercial judgement.** Confident prioritising competing needs, making decisions with incomplete information and balancing user value, business outcomes and technical constraints.
- **Exceptional collaboration.** Experienced partnering with Product Design and Engineering, influencing decisions, aligning stakeholders and championing quality throughout the product lifecycle.
- **Hands-on execution and analytical thinking.** Skilled in product discovery, requirements, delivery planning and performance measurement, with the technical fluency to work confidently alongside engineers. Experienced managing engineering and design teams in Linear or similar tools.
- **Industry knowledge and a startup mindset.** Understanding of the creator economy, digital rights, licensing, marketplaces or AI, combined with the ownership,

resourcefulness and adaptability needed to thrive in an ambitious early-stage company.

What you'll get:

- A salary of £90,000 to £110,000 per annum, depending on experience
- 25 days annual leave
- 10 days 'work from anywhere'
- Professional development opportunities
- Laptop provided upon request
- The opportunity to directly influence how talent intellectual property is managed, licensed, and protected in the age of generative AI
- A meaningful seat at the table during a pivotal stage of our company's growth
- A supportive, ambitious environment with room to grow and lead
- Exposure to leading global brands, world-class talent, and major industry partners
- Hybrid working with a central London base
- The chance to do career-defining work at the intersection of influence, creativity, and AI

Everyone is welcome

We believe great products are built by people with different backgrounds, experiences and perspectives. We're committed to creating an inclusive environment where everyone feels valued, respected and empowered to do their best work.

If you're excited about this opportunity but don't meet every requirement, we'd still love to hear from you. We value potential, curiosity and fresh perspectives just as much as experience.

If you need any adjustments during the recruitment process, please let us know.

To apply, send your CV and a short introductory note to careers@truerights.com.