



#TwitterAPM

Twitter is looking for exceptional #ProblemSolvers and #CreativeThinkers.

The mission of Twitter's Rotational Associate Product Manager (APM) program is to develop the next generation of product managers. Through training, mentorship, and rotating assignments within product teams like Consumer, Revenue, and Video, APMs gain a unique view into how we design products and bring them to market.



#Responsibility

APMs lead teams with various members from engineering and design to marketing and sales. You will perform both market and competitor analysis, recommend priorities for your team's product, set roadmaps, and articulate your product vision to stakeholders.



#Community

APMs form a tight-knit community within Twitter, with fun social events as well as opportunities to see and learn from each other's work. They are also warmly welcomed into Twitter's Product Management community, attending monthly events together.



#Mentorship

APMs receive product management training from experienced product leaders through each rotation, as well as participate in an executive mentorship program, learning and development courses, and speaker series.

Apply by October 6, 2019

To apply, select **Product** as one of your career interests and **Associate Product Management** as a program interest on the University application.



#APM2020 FAQs

What is the structure of the APM program?

- Weeklong APM bootcamp
- Two team rotations, one year each

What is the APM hiring timeline?

- Application: Opens August 1, 2019
- Deadline: Apply by October 6, 2019

How many APMs are there?

- This cohort will have 6-8 APMs

What are some examples of what the rotations could be?

- Building products to increase video view rates
- Working with the on-boarding team to improve the new user experience
- Working on tools that allow video creators and influencers to understand and grow their audiences on Twitter
- Working on defining Twitter's approach to measurement for new advertising formats

Do you have PM internship opportunities?

- While the APM program is a full-time role, we do offer PM internship opportunities for third-year undergraduate and 1st year MBA students
- To apply, select Product as one of your career interests and Product Management Internship as a program interest on the University application
- Deadline to apply to the PM internship is October 20, 2019

What type of candidates are you looking for?

- Rising fourth-year undergraduate students (preferably a technical major)
- Desire to develop a career in product management with a strong focus on developing social consumer, developer, and marketing products at scale
- Demonstrated experience working with and knowledge of consumer behaviors
- Strong quantitative background to support data-informed decision making
- Ability to plan and drive execution to grow a product from concept to success
- Strong interpersonal skills and ability to work well in a cross-functional team environment
- Exceptional communication and presentation skills
- Passion for media and social platforms preferred

What kind of learning/mentorship opportunities are available to APMs?

- Monthly learning sessions with guest speakers
- Executive mentor and Product Manager (PM) mentors
- Opportunity to participate in PM Skillshare, a weekly PM knowledge-sharing session
- Company training and courses
- Internal and external speakers

What happens after the program/how do you get placed on a permanent team?

- After completing both rotations, APMs are matched to a permanent position on a product team (either one that they rotated on or another team of interest)