**CPO Job Description – EXAMPLE**

**Overview**

The Chief Product Officer will define and drive the vision, strategy and roadmap for COMPANY’s portfolio of analytics products that enable the company to innovate, differentiate itself from its competitors, work smarter, make better decisions, and enhance profitability. The CPO is responsible for ensuring that the portfolio of new and existing products maximizes business potential. The CPO manages, leads and mentors a growing team of product owners and data visualization professionals and is accountable for high quality execution and development of the product portfolio.  The CPO manages the analytics products and services budget.  The CPO is the primary evangelist and spokesperson for the benefits of the products and services offered by COMPANY.

**Essential Duties and Responsibilities**

* Provide product portfolio leadership for analytics products and services
  + Lead the creation and development of the strategy and roadmap for analytics products and services, including applicable ROI and value realization models
  + Lead and manage a team of product owners focused on managing the products in the portfolio and ensure products are well designed from concept through launch and the ongoing development lifecycle
  + Demonstrate a passion for visual design and communication, the user experience, technical and operational excellence, and end-to-end ownership of analytics-driven products and services
* Ensure that product owners are correctly evaluating and prioritizing features for inclusion into each product’s roadmap based on business need
  + Work closely with divisional business teams, data scientists, visualization experts, operations staff, and end users to identify key growth areas
  + Keep abreast of market developments and needs to be constantly seeking the new opportunities for the potential value of analytics for COMPANY’s customers
* Set the priorities and deliverables for the teams responsible for development, enhancements, and support to ensure timely delivery of quality products in an agile environment
* Continually generate hypotheses regarding the most important leverage points for new analytics products. Translate hypotheses into requests for the Data Science team, and help the Data Science team prioritize requests based on customer need
* Ensure that product owners are maximizing adoption and utilization with training and user communities
* Measure effectiveness of the product portfolio to promote continuous improvement
  + Maintain relevant metrics to track product performance and value realized for the business
* Manage and coach a team of product owners and data visualization professionals to facilitate their professional growth and career progression
  + Define Product Management processes, use of tools, and mode of stakeholder engagement to facilitate overall team success and quality and high-velocity product evolution.
* Effectively manage the cost budget for all analytics products and services
* Be a positive force to cultivate a culture that is passionate about developing analytics as a new business line
  + Drive accountability for value recognition and business results
  + Create and contribute to a quality work environment that motivates team members to perform at their highest levels and positively affects employee and business partner relationships
  + Drive accountability for high quality data visualization and storytelling across the organization
  + Be a publicly visible presence, including creating communications and leading training sessions, advocating for the benefits of analytics in Scripps and the products/services of the analytics team

**Education and Experience/Certifications**

* Bachelor's Degree in marketing, product development, communications, broadcast or digital media, or related field required; Masters or MBA (preferred)
* 10-15 years of experience with product visioning, development and project management
* Minimum of five years experience leading a senior product management team
* Brand, product development, or advertising agency management experience (preferred)
* Budgeting & planning experience (preferred)

**Skills and Abilities**

* Strong product management & strategic analysis skills with a demonstrated ability to map an understanding of business drivers to prioritized requirements
* Strong analytical and data fluency skills
* Driven self-starter with an appetite for new challenges
* Creative problem solver with a common sense and practical solutions orientation; must be passionate about the role technology and analytics plays in improving business performance
* Proven leadership and management ability and evidence of positively influencing cross-functional teams.
* Excellent verbal, written, and presentation skills demonstrating an ability to "tell a story"
* Ability to work with diverse teams (Sales, Research and Developers) to convert product ideas into requirements
* Knowledge / familiarity with business analytics and business intelligence (preferred)
* Understanding of market research or analytics, and its application to broadcast and/or digital media (preferred)
* Strong entrepreneurial spirit; high energy level, sense of urgency, responsive, confident, thorough, not afraid to make decisions
* Strong work ethic; ability to overcome setbacks and enthusiastically persist until ambitious goals are achieved; must be resourceful, creative and innovative
* Results oriented team player that leads by example, holding him or herself accountable for performance, takes ownership, champions efforts with enthusiasm and conviction

**Product Manager Job Description – EXAMPLE**

**Overview**

The Product Manager is responsible for managing the comprehensive development and delivery strategy for select COMPANY programs, platforms and services from ideation to implementation. As Product Manager you will own the successful delivery of the product or program roadmap through market segmentation, competitive analysis, business case development, product development and evolution, performance, and customer satisfaction. You are comfortable with ambiguity and balancing risk. Your product development mantras are fail-fast and learn-fast. You understand the changing business and product models emerging in higher education. You must be proficient in agile processes and excel in cross-functional teamwork, influence and communications. You will maintain a thorough understanding of the university’s mission, brand and portfolio strategies and goals in order to manage the development and implementation of successful products and programs. Your colleagues will count on you to provide product or program definition and release goals, detailed direction to the development teams, and active participation and project management for each product release.

**Essential Duties and Responsibilities**

* Partner with others to define the product or program vision, roadmap and advancement opportunities in the context of the company’s mission and competitive strategy and portfolio.
* Work closely with stakeholders to develop, drive, and manage product strategies, objectives, priorities and timeframes.
* Work collaboratively with Technology, Finance, Academic and Content Experts, and other stakeholders to ensure that business cases and targets are supported by appropriate marketing approaches developed and implemented through Marketing.
* Set and report on marketing KPIs – including inquiries generated, inquiries to application conversion, market penetration – based on data and analytics provided by University Marketing. Investigate and recommend solutions to performance gaps.
* Generate B2B leads and/or B2C sales via appropriate and compelling direct marketing, sales collateral, web presence and paid media campaigns, developed and executed in collaboration with Marketing resources.
* Collaborate with stakeholder teams to ensure that client-facing colleagues are equipped to effectively promote product(s) through: identifying priority segments and/ or target accounts; supporting targets with the appropriate marketing plan; and creating tools to support every stage of the selling process, including positioning playbooks, pitch decks, collateral, demos, etc.
* Provide progress reporting and transparency around deliverables to stakeholders. Facilitate internal and external communications as needed.
* Complete other duties as assigned.

**Education and Experience / Skills and Abilities**

* Bachelor's degree required, MBA or equivalent business experience preferred
* Ideal candidates will have direct experience with the higher education program/product management
* Eight plus years product strategy and/or product management experience
* Track record of delivering products and programs to market that solve customer problems in a delightful way
* Experience developing business cases to support investment in new product and program implementation
* Technical acumen to understand and communicate technical requirements and issues
* Proven ability to influence without authority and manage multiple competing priorities
* Collaborative, self-motivated individual who is highly organized, proactive, and has a good attention to detail
* Highly motivated, self-driven, result-oriented, strategic, logical and methodical thinker
* Excellent communication skills, both oral and written; negotiation and facilitation skills
* Must be able to inspire loyalty and trust
* Innovative and adaptable
* Must be a team player, willing to share and exchange ideas
* Strong interest in the education industry preferred

**Principal Product Manager Job Description - EXAMPLE**

**Overview**

Reporting to the President / CEO, the Product Manager is responsible for the development, management, and execution of the product roadmap. The Product Manager will have direct responsibility over managing the product backlog, release milestones, and coordination with the development / engineering team to execute on the established backlog and milestones. The Product Manager will also be responsible for coordinating with the sales, marketing, and customer success teams to solicit their input and feedback into future iterations of the product roadmap and release schedule in the pursuit of always putting the success of our customers in the forefront of how we prioritize our product roadmap and releases. Lastly, the Product Manager will be responsible for staying ahead of our customers and our product in the search for new industry applications and customer problem statements that can be addressed in future product releases. The Product Manager role will be the intersection of various functions within the company (business development, engineering, customer success), and as such, this role will require an individual with top-notch communication, time management, project management and product management skills along with technical development understanding. We expect this role to be a leadership position within the business who will participate in strategic decision making.

**Essential Duties and Responsibilities**

* Development and management of short term (<6 months), medium term (6 – 12 months), and long term (12 – 24 months) product roadmap
* Development and management of product backlog and feature set
* Assessment of market competition through product comparisons and research
* Assessment of market and customer potential through market research and customer interviews
* Assessment of potential channel and / or product partnerships
* Collaboration with development team to translate product backlog and roadmap into development sprints
* Collaboration with development team in execution of development sprints
* Collaboration with business development team on pricing model strategy and linkage of that to product roadmap and backlog. Prioritization of value of new potential features and functionality.
* Collaboration with business development team on market penetration and customer acquisition
* Collaboration with customer success team to resolve customer feedback / issues and incorporate them into future product releases
* Collaboration with customer success to continually improve customer onboarding process
* Responsible for institutionalizing product knowledge and in depth industry / product expertise within team
* Participate in customer onboarding process as necessary
* All other activities as assigned

**Key Outcomes:**

1) Well defined, documented product roadmap

2) Timely, efficient execution of product roadmap and associated development sprints

3) On time product releases according to product roadmap

4) Reduction in implementation time to < 6 calendar weeks

5) Reduction in customer acquisition cost by 50%