**Product Manager Job Description – EXAMPLE**

**Overview:**

Product Managers play a critical role in achieving our strategy. They work with internal stakeholders as well as external vendors to define product strategy and develop, launch, and enhance products and services that drive our business forward.

We are selectively recruiting for a Product Manager to develop and launch products that will reinvent how our customers engage with our current portfolio of products and drive additional value.

**Essential Duties and Responsibilities**

* A bias to action and a proven track record of shipping successful products to market which exceed user expectations
* Knowledge and passion for emerging technologies and how they are used to empower developers and businesses to deliver great products
* Grounding in human-centered design with a natural empathy for users
* Strategic thinking and an ability to effectively identify opportunities for growth in new businesses and markets
* A high level of intellectual curiosity and comfort with ambiguity
* Structured communication and storytelling skills with all audiences
* Significant experience applying analytical rigor to support technology decisions

Product Management

* Define and own the roadmap from beginning to end for key product experiences and help us grow
* Translate insights from research, analytics and user data to create user stories, product requirements and features
* Be a key player on the team to remove roadblocks and drive team success
* Be the voice of the customer through data and empathy
* Be a digital thought leader with a vision to innovate and transform
* Align and collaborate with key stakeholders to achieve shared goals and become a digital ambassador, providing training, best practices, and coaching

Product Development

* Owns the prioritization, execution and delivery of development backlog for the end-to-end platform; from front-end UX to backend APIs, and integrations in between
* Manages multiple initiatives from concept through completion
* Works with engineering team to build and launch new features
* Leverage agile methodologies and design thinking to test assumptions quickly
* Scope feature development and help drive implementation and execution

Research

* Drive growth in KPIs and supporting metrics like traffic, engagement, retention, and conversions
* Research and analyze user needs
* Plan product discovery research alongside key stakeholders
* Run product discovery research to understand and communicate user needs to the team

Data Analysis

* Analyze data to understand trends in product usage, gaps in current experience and customer needs
* Helps translate data into actionable insights
* Uses data to identify customer segments and personas

**Education and Experience/Certifications**

* Bachelor's Degree in marketing, product development, or related field required;
* 3-5 years of experience as product manager or product-related role
* Previous experience working in an agile environment

**Skills and Abilities**

* Creative problem solver with a common sense and practical solutions orientation; must be passionate about the role technology plays in improving business performance
* Ability to thrive under pressure and function effectively in a fast-paced environment, providing strong leadership skills and managing multiple projects simultaneously
* Strong analytical and data fluency skills
* Driven self-starter with an appetite for new challenges
* 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
* 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