

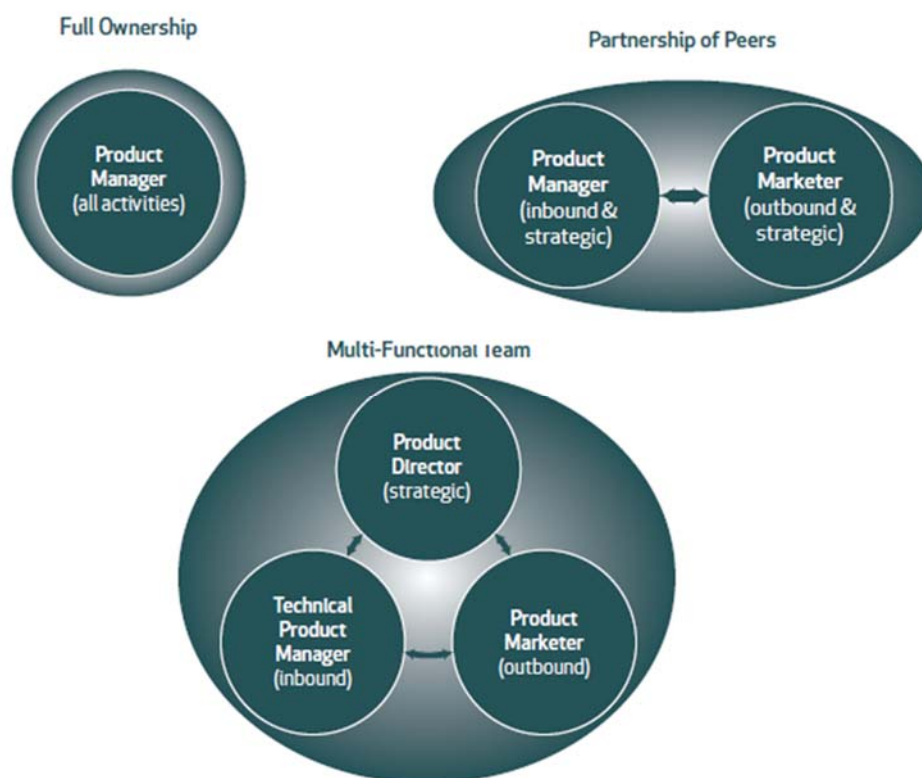
# Product Manager Job Description

## Introduction

This document describes generic product management and product marketing job descriptions. It is a starting point for developing specific job descriptions in the absence of standard templates and can also act as a benchmark for existing job descriptions.

There are various models for how product management and product marketing should be structured within an organisation. Often the structure will evolve as priorities change, people move on and roles are adapted to fit with other areas of the business.

In our experience, no two companies are structured in exactly the same way and the ideal model will depend on the size and complexity of the product, organisational set-up and the maturity of product management within the business.



The three models above show typical structures we have seen in product-orientated companies. Often the product team run a portfolio of products and product managers and marketers are responsible for multiple products at different stages of their product life-cycle.

By using the model that most closely fits with your business you can adapt the following job descriptions to your needs.

# Product Manager Job Description

## General format for a job description and candidate profile

<b>Role Title:</b>	Reporting to:
<b>Grade:</b>	Location:
<b>Job Purpose:</b>	
<b>What resources will be directly managed by the role</b> e.g. staff or budget	
<b>Duties, responsibilities and deliverables:</b> <i>The duties and responsibilities highlighted in this Job Description are indicative and may vary over time. You will be expected to undertake other duties and responsibilities relevant to the nature, level and extent of the role and the grade has been established on this basis.</i>	

## Candidate Attributes

Essential	Desirable
<b>Knowledge and Qualifications</b>	
<b>Experience</b>	
<b>Skills and competencies</b>	
<b>Other</b>	



# Product Manager Job Description

## Full Ownership

The job purpose	
<p>The Product Manager is responsible for product planning, delivery and marketing throughout the product lifecycle.</p> <p>They will develop a vision and roadmap for the product based on input from internal stakeholders, customers, market research and their own industry insight.</p> <p>They will work closely with Development/Engineering and other teams to deliver products that align with this vision, meet market needs and are delivered to a consistently high-quality standard.</p> <p>They will develop a forecast for the product based on input from marketing, sales, market analysts and their own experience and manage its delivery.</p> <p>They will identify the key benefits and value of products. This will be used to create and maintain marketing plans and collateral (including web updates, product training materials and sales training).</p>	
Job responsibilities	
<ul style="list-style-type: none"> <li>• Define the product strategy and roadmap</li> <li>• Manage the product throughout its lifecycle from concept to end-of-life</li> <li>• Collect, manage and maintain traceability of requirements from all stakeholders across product releases</li> <li>• Write the business case for investments and gain internal approval</li> <li>• Propose a product marketing plan and budget and then deliver against it</li> <li>• Write Product Requirements and Market Requirements documents</li> <li>• Work with internal stakeholders and third parties to assess and establish partnerships</li> <li>• Be the recognised expert in the business on your product, the market, relevant technology and the competition.</li> <li>• Develop core positioning and messaging for the product</li> <li>• Perform product demos to customers and develop relationships in key clients (B2B)</li> <li>• Lead the virtual product team to ensure delivery of agreed objectives</li> <li>• Set pricing</li> </ul>	<ul style="list-style-type: none"> <li>• Monitor, report and improve product performance</li> <li>• Brief analysts and the press</li> <li>• Run alpha and beta testing programs, develop and deliver go to market launch plans</li> <li>• Channel management and support</li> <li>• Commission market and competitor research</li> <li>• Promote the product to sales teams through sales training sessions, update briefings, newsletters and other mechanisms</li> <li>• Develop and deliver training to technical sales support</li> <li>• Manage development and marketing projects to deliver to plan</li> <li>• Collate feedback from sales and customers</li> <li>• Represent the voice of the customer in senior level management meetings</li> <li>• Evangelise the product internally and externally</li> <li>• Be recognised as a leader in the business and build relations with business stakeholders</li> <li>• Deliver a regular (e.g. monthly) volume, revenue and profit forecasts</li> </ul>



# Product Manager Job Description

## Full Ownership

Candidate attributes	
<ul style="list-style-type: none"><li>• Passionate about product management and the market</li><li>• X+ years' experience in product management and YYY years' experience in the market</li><li>• Demonstrated success defining, launching and managing products</li><li>• Thorough knowledge of technology relating to the product</li><li>• Demonstrated track record in developing product strategies</li><li>• Excellent written, verbal and presentation communication skills</li><li>• Proven ability to work under pressure and to deliver</li><li>• Bachelor's degree</li></ul>	<ul style="list-style-type: none"><li>• Commercial and customer focussed</li><li>• Attention to detail</li><li>• Strong negotiating skills</li><li>• Able to network and develop key relationships at all levels</li><li>• Excellent teamwork skills</li><li>• Proven ability to motivate and drive cross-functional teams without formal authority</li><li>• Able to travel XX% of the time (if required)</li></ul>



# Product Manager Job Description

## Partnership of Peers

Product Manager (inbound & strategic)	Product Marketer (outbound & strategic)
<b>The job purpose</b>	
<p>The Product Manager is responsible for product planning and execution throughout the product lifecycle. They will deliver agreed revenue and profit targets.</p> <p>They will gather and prioritise customer requirements and other market insights to define the future of the product and to recommend new product lines.</p> <p>They will develop the product vision and roadmap. They will work closely with engineering and other teams to deliver products that meet market needs and are delivered to a consistently high-quality standard.</p> <p>They will develop a forecast for the product based on input from product marketing, marketing, sales, market analysts and their own experience.</p> <p>They will work closely with outbound product marketing to develop and execute a successful go-to-market strategy.</p>	<p>The Product Marketer is responsible for successfully marketing products.</p> <p>They will work closely with the inbound product manager to understand the key benefits and value of the products. This will be used to create and maintain marketing plans and collateral (including web updates, product training materials and sales training).</p> <p>The Product Marketer will design market research projects to assess customer attitudes to the current product range and new product introductions.</p> <p>They will be responsible for creating and executing an annual marketing plan against an agreed budget.</p>

# Product Manager Job Description

## Partnership of Peers



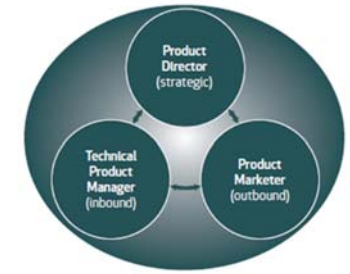
Product Manager (inbound & strategic)	Product Marketer (outbound & strategic)
<b>Job responsibilities</b>	
<ul style="list-style-type: none"> <li>• Be the expert on the product</li> <li>• Define the product strategy and roadmap</li> <li>• Manage the product throughout its lifecycle from concept to end-of-life</li> <li>• Collect, manage and maintain traceability of requirements from all stakeholders across product releases</li> <li>• Write the business case for investments and gain internal approval</li> <li>• Write Product Requirements and Market Requirements documents</li> <li>• Work with internal stakeholders and third parties to assess and establish partnerships</li> <li>• Be the recognised expert in the business on your product, the market, relevant technology and the competition.</li> <li>• Run alpha and beta testing programs</li> <li>• Develop core positioning and messaging and provide to product marketing</li> <li>• Lead the virtual product team to ensure delivery of agreed objectives</li> <li>• Develop and deliver training to technical sales support</li> <li>• Perform product demos to customers and develop relationships in key clients</li> <li>• Set pricing to meet revenue and profitability goals</li> <li>• Manage development projects to deliver to plan</li> <li>• Deliver a regular (e.g. monthly) volume, revenue and profit forecast</li> <li>• Monitor, report and improve product performance</li> <li>• Complete win-loss analysis</li> <li>• Be recognised as a leader in the business and build relations with business stakeholders</li> <li>• Evangelise the product internally and externally</li> </ul>	<ul style="list-style-type: none"> <li>• Be the expert on the market</li> <li>• Represent the voice of the customer in senior level management meetings</li> <li>• Develop customer and sales collateral based on core positioning and messaging from product management</li> <li>• Brief analysts and the press</li> <li>• Propose a product marketing plan and budget and then deliver against this</li> <li>• Develop go to market launch plans</li> <li>• Channel management and support</li> <li>• Commission market and competitor research</li> <li>• Perform product demos to customers and develop relationships in key clients</li> <li>• Promote the product to sales teams through sales training sessions, update briefings, newsletters and other mechanisms</li> <li>• Provide feedback from sales and customers to product management</li> <li>• Evangelise the product internally and externally</li> </ul>



# Product Manager Job Description

## Partnership of Peers

Product Manager (inbound & strategic)	Product Marketer (outbound & strategic)
<b>Candidate attributes</b>	
<ul style="list-style-type: none"> <li>• Passionate about product management and the market</li> <li>• X+ years' experience in product management and YYY years' experience in the market</li> <li>• Demonstrated success defining, launching and managing products</li> <li>• Demonstrated track record in developing product strategies</li> <li>• Thorough knowledge of technology relating to the product</li> <li>• Excellent written and verbal communication skills</li> <li>• Proven ability to work under pressure and to deliver</li> <li>• Bachelor's degree</li> <li>• Commercial and customer focussed</li> <li>• Attention to detail</li> <li>• Strong negotiating skills</li> <li>• Able to network and develop key relationships at all levels</li> <li>• Excellent teamwork skills</li> <li>• Proven ability to motivate and drive cross-functional teams without formal authority</li> <li>• Able to travel XX% of the time (as required)</li> </ul>	<ul style="list-style-type: none"> <li>• Passionate about product management and the market</li> <li>• X+ years' experience in product marketing and YYY years' experience in the market</li> <li>• Demonstrated success launching products</li> <li>• Demonstrated track record in developing product strategies</li> <li>• Excellent written and verbal communication skills</li> <li>• Bachelor's degree</li> <li>• Excellent teamwork skills</li> <li>• Proven ability to motivate and drive cross-functional teams without formal authority</li> <li>• Commercial and customer focussed</li> <li>• Attention to detail</li> <li>• Able to travel XX% of the time (as required)</li> </ul>



# Product Manager Job Description

## Multi-Functional team – Product Director

### The job purpose

The Product Director is responsible for running the team that does product planning and execution throughout the product lifecycle.

They will deliver agreed revenue and profit targets.

They will develop a vision and roadmap for the product and communicate with senior stakeholders.

They will clarify product roles, responsibilities and interfaces to other parts of the organisation – clearing any roadblocks that prevent their team from delivering.

They will develop and support their team with training, tools, regular assessments and mentoring.

They will communicate company and business strategy to their team.

### Job responsibilities

- Define the product strategy and roadmap
- Manage and support the team to manage the product throughout its lifecycle from concept to end-of-life
- Be a recognised expert in the business on your product, the market, relevant technology and the competition.
- Lead the team to ensure delivery of agreed objectives
- Review team performance
- Review product management performance

- Monitor, report and improve product performance
- Brief analysts and the press
- Represent the voice of the customer in senior level management meetings
- Evangelise the product internally and externally
- Be recognised as a leader in the business and build relations with business stakeholders





# Product Manager Job Description

Multi-Functional team – Product Director

Candidate attributes	
<ul style="list-style-type: none"> <li>• Passionate about product management and the market</li> <li>• X+++ years' experience in product management and YYY years' experience in the market</li> <li>• Demonstrated success defining, launching and managing products</li> <li>• Thorough knowledge of technology relating to the product</li> <li>• Excellent written, verbal and presentation communication skills</li> <li>• Proven ability to work under pressure and to deliver</li> <li>• Bachelor's degree</li> </ul>	<ul style="list-style-type: none"> <li>• Commercial and customer focussed</li> <li>• Demonstrated track record in developing product strategies</li> <li>• Good leader</li> <li>• Strong negotiating skills</li> <li>• Able to network and develop key relationships at senior levels</li> <li>• Excellent teamwork skills</li> <li>• Proven ability to motivate and drive functional teams</li> <li>• Able to travel XX% of the time (if required)</li> </ul>

Technical Product Manager and Product Marketer based on Partnership of Peers model