**Product Manager Job Description Template**

This is a template for a product manager job description – you can adapt this to your needs.

This template is from the [Product Focus](https://productfocus.com/?utm_campaign=product%20manager%20job%20description%20template&utm_medium=content&utm_source=Product%20Focus) Toolbox – an online library for product people – packed with insights, journals, infographics, reports, whitepapers and blogs – [register for free.](https://toolbox.productfocus.com/?utm_campaign=product%20manager%20job%20description%20template&utm_medium=content&utm_source=Product%20Focus)

For more ideas on what to include in your job description, we have a helpful article you can [read here](https://www.productfocus.com/product-management-basics/job-descriptions/?utm_campaign=product%20manager%20job%20description%20template&utm_medium=content&utm_source=Product%20Focus).

We wish you success.

| **Role Title:** | **Reporting to:** |
| --- | --- |
| **Grade:** | **Location:** |
| **Job Purpose:** |
| What resources will be directly managed by the role: e.g., staff or budget |  |
| **Duties, responsibilities and deliverables:**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. |

| **Essential** | **Desirable** |
| --- | --- |
| **Knowledge and Qualifications** |
|   |   |
| **Experience** |
|   |   |
| **Skills and competencies** |
|   |   |
| **Other** |
|   |   |

| **The job purpose** |
| --- |
| The Product Manager is responsible for product planning, delivery and marketing throughout the product lifecycle.They will develop a vision and roadmap for the product, based on input from internal stakeholders, customers, market research and their own industry insight.They will work closely with Development/Engineering and other teams to deliver products that align with this vision, meet market needs and deliver to a consistently high-quality standard.They will develop a forecast for the product based on input from marketing, sales, market analysts and their own experience, and manage its delivery.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). |
| **Job responsibilities** |
| * Define the product strategy and roadmap
* Manage the product throughout its lifecycle from concept to end-of-life
* Collect, manage and maintain traceability of requirements from all stakeholders across product releases
* Write the business case for investments and gain internal approval
* Propose a product marketing plan and budget and then deliver against it
* Write Product Requirements and Market Requirements documents
* Work with internal stakeholders and third parties to assess and establish partnerships
* Be the recognized expert in the business on the product, the market, relevant technology and the competition.
* Develop core positioning and messaging for the product
* Perform product demos to customers and develop relationships in key clients (if B2B)
* Lead the virtual product team to ensure delivery of agreed objectives
* Set pricing
 | * Monitor, report and improve product performance
* Brief analysts and the press
* Run trials and MVPs, develop and deliver go to market launch plans
* Channel management and support
* Commission market and competitor research
* Promote the product to sales teams through sales training sessions, webinars, newsletters and other mechanisms
* Develop and deliver training to technical sales support
* Manage development and marketing projects to deliver to plan
* Collate feedback from sales and customers
* Represent the voice of the customer in senior level management meetings
* Evangelize the product internally and externally
* Be recognized as a leader in the business and build relations with business stakeholders
* Deliver a regular (e.g. monthly) volume, revenue and profit forecasts
 |