

Position: Product Manager
Department: Product Management
EEO/FLSA Status: Exempt
Prepared By: Debbie Luyk

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Approved By:
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SUMMARY

The Product Manager is responsible for building products from existing ideas and helping to develop new ideas based on industry experience and contact with customers and prospects.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Works with Senior Product Manager to incorporate strategic planning items into tactical activities
- Specifying market requirements for current and future products by conducting market research supported by on-going visits to customers and non-customers.
- Driving a solution set across multiple teams (primarily Development/Engineering, and Marketing Communications) through market requirements, product contract, and positioning.
- Developing and implementing a company-wide go-to-market plan, working with all departments to execute.
- Analyzing potential partner relationships for the product.

SPECIFIC SKILLS include:

- Ability to coordinate inputs from multiple parties (customers, market, development) and translate to product development efforts.
- Is familiar with the process and activities of bringing a new or enhanced product to the marketplace.
- Ability to work with existing clients to identify product needs, opportunities and solutions.
- Ability to understand objectives and strategies for a major market segment.
- Ability to understand market changes and communicate implications to management.
- Is experienced in presenting an idea, suggestion or concept to business or functional managers.
- Is experienced in techniques to maintain knowledge of business and technology directions of key competitors and industry leaders.
- Knowledge of approaches, tools and techniques for justifying a project, equipment or staffing expenditures by identifying cost, benefits and associated risks.
- Knowledge of approaches, tools and techniques for working with individuals and groups in a constructive and collaborative manner.
- Knowledge of tools and techniques for effective use of a broad range of factors, assumptions, frameworks and perspectives when solving problems.

QUALIFICATIONS**EDUCATION and/or EXPERIENCE**

A bachelor's degree is required; Computer Science or Engineering degree a strong plus.

3+ years of software product management/marketing experience preferred.

TECHNICAL QUALIFICATIONS

Demonstrated knowledge of and experience using Internet explorer and Microsoft office suite of products.

LANGUAGE SKILLS

Ability to analyze and interpret technical procedures and communicate these in written form. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from manager, clients, customers and the general public. This position requires strong analytical and communication skills, both verbally and written.

REASONING ABILITY

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and handle several abstract and concrete variables.

PEOPLE CONTACT

Requires regular contact both inside and outside the company at all organizational levels, and involves considerable tact, discretion, and persuasion in order to obtain willing action and consent.

DECISION MAKING

Requires the ability to work independently towards general results, and to devise new methods and meet new conditions for involved/complex jobs.

COMPLEXITY

Tasks are generally varied and require the use of independent judgment in a wide range of problems and issues. Requires independent decision making and analysis of multiple factors in matters involving complex issues.

PHYSICAL DEMANDS

Ability to sit for long periods of time. Approximately 95% of the job is spent sitting down and on the computer.

WORK ENVIRONMENT

The employee may be exposed to moderate noise level (Typical office conditions).