**Product Manager Job Description**

**Job Title:** Product Manager
**Reports To:** Director of Product Management or Chief Product Officer (CPO)
**Location:** [Insert location or indicate if remote]
**Job Type:** Full-Time

**Job Overview:**We are looking for an experienced and strategic Product Manager to lead the development, launch, and lifecycle of our products. The Product Manager will play a critical role in shaping product strategy, defining requirements, and working cross-functionally to ensure products meet market demands and business objectives. The ideal candidate will have a strong blend of technical knowledge, business acumen, and a passion for delivering exceptional products.

**Key Responsibilities:**

* **Product Strategy and Roadmap:**Define and articulate the product vision, strategy, and roadmap, ensuring alignment with overall company goals. Prioritize product features based on customer feedback, market trends, and business needs.
* **Product Development:**Collaborate with engineering, design, marketing, and sales teams to manage the product development process from concept to launch. Ensure products are delivered on time and within budget.
* **Market Research and Competitive Analysis:**Conduct market research to understand customer needs, identify trends, and evaluate competitive offerings. Use insights to inform product positioning, features, and go-to-market strategies.
* **User Experience and Product Design:**Partner with the design and UX teams to create intuitive and customer-centric product experiences. Prioritize user feedback to refine features and improve usability.
* **Product Backlog Management:**Maintain and prioritize the product backlog, working with development teams to ensure that the most valuable features are built and released according to the roadmap.
* **Stakeholder Management:**Act as the primary liaison between business stakeholders, customers, and development teams. Communicate product plans, progress, and performance to executives, stakeholders, and team members.
* **Performance Tracking and KPIs:**Define and track key performance indicators (KPIs) to assess the product’s success and make data-driven decisions for continuous improvement. Use metrics like customer acquisition, retention, revenue, and engagement to optimize product performance.
* **Product Launch and Marketing Support:**Coordinate with marketing and sales teams to create and execute go-to-market strategies, product positioning, and pricing. Ensure successful product launches with a focus on customer satisfaction and business growth.
* **Customer Feedback and Iteration:**Collect and analyze customer feedback through surveys, interviews, and data analytics. Use feedback to continuously refine the product and deliver enhancements that improve the user experience.
* **Cross-Functional Collaboration:**Work closely with engineering, sales, marketing, customer support, and other teams to ensure alignment and deliver a seamless product experience.

**Qualifications:**

* **Education:**
	+ Bachelor’s degree in Business, Marketing, Engineering, or a related field. MBA or advanced degree is a plus.
* **Experience:**
	+ 3-5+ years of experience in product management or a related role, with a proven track record of successfully managing the end-to-end product lifecycle.
	+ Experience working in Agile or Scrum environments is preferred.
	+ Familiarity with product management tools (e.g., Jira, Asana, Aha!, Trello).
* **Skills:**
	+ Strong analytical, problem-solving, and decision-making abilities.
	+ Excellent communication and interpersonal skills.
	+ Ability to manage multiple projects and work under tight deadlines.
	+ Strong understanding of product design, development processes, and UX principles.
	+ Knowledge of market research, data analysis, and product metrics.
	+ Business acumen and ability to balance customer needs with company goals.

**Work Environment:**

* Fast-paced, collaborative work environment with a focus on delivering innovative solutions to market.
* Flexibility to travel as needed for customer meetings, industry events, and product launches.

**Benefits:**

* Competitive salary and performance-based incentives.
* Comprehensive health, dental, and vision insurance.
* Paid time off and holiday pay.
* Retirement plan options with company matching.
* Opportunities for professional development and career growth.

**How to Apply:**

Please submit your resume and a brief cover letter explaining why you are a great fit for this role.

**Equal Employment Opportunity (EEO) Statement:**

[Company Name] is an equal opportunity employer. We are committed to creating a diverse and inclusive workplace and do not discriminate on the basis of race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), national origin, age, disability, genetic information, veteran status, or any other status protected under federal, state, or local law. We encourage all qualified individuals to apply.