

## **Job Description - Product Manager**

### **Position Overview**

The Product Manager (PM) is responsible for developing and executing go-to-market strategies that maximize the success of product. This role bridges the gap between product development, marketing, sales, and the target audience by positioning products effectively, driving demand, and ensuring alignment with business goals. The PM combines deep customer insights with competitive analysis to inform product messaging, pricing, and promotional strategies.

### **Key Responsibilities**

#### **Go-to-Market Strategy:**

- Develop and execute product launch plans in collaboration with cross-functional teams.
- Define target audience segments and tailor strategies for each.

#### **Positioning and Messaging:**

- Craft compelling product narratives that resonate with target customers.
- Ensure consistency in messaging across marketing channels and materials.

#### **Market Research and Competitive Analysis:**

- Conduct research to understand customer needs, market trends, and competitors.
- Use insights to influence product development and positioning.

#### **Sales Enablement:**

- Develop and deliver sales tools, such as presentations, competitive comparisons, and FAQs.
- Train sales teams on product positioning and key messaging.

#### **Demand Generation:**

- Collaborate with the demand generation team to create campaigns that drive awareness and adoption.
- Partner with content and digital marketing teams to create assets like blogs, videos, and case studies.

#### **Performance Monitoring:**

- Track key performance metrics (KPIs) like product adoption, retention, and revenue growth.
- Use data to refine marketing strategies and improve ROI.

**Customer Advocacy:**

- Identify and nurture customer advocates for testimonials, case studies, and reviews.
- Act as the voice of the customer within the organization.

**Qualifications**

- Education: Bachelor's or master's degree in marketing, Business, or a related field.
- Experience: **10+ years** of experience in product marketing, marketing strategy, or related roles.
- Proven experience launching and managing successful products.

**Skills:**

- Strong communication and storytelling abilities.
- Analytical mindset with the ability to interpret data and generate actionable insights.
- Ability to understand the data, analytics and similar working experience related to data
- Proficiency in marketing tools (e.g., CRM, analytics platforms, project management tools).
- Cross-functional collaboration and stakeholder management.

**Key Competencies**

- Customer-Centric Thinking
- Strategic Planning
- Creativity and Innovation
- Adaptability and Problem-Solving
- Results-Oriented