

Date completed/revised: DD/MM/YYYY

Position Details

Title	Product Manager
Reports To	Insert title, not individual's name
Department	Marketing
Position Status	<input type="checkbox"/> Employee <input type="checkbox"/> Contractor <input type="checkbox"/> Consultant <input type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time <input type="checkbox"/> On-going <input type="checkbox"/> Term Term End Date (if applicable): DD/MM/YYYY
Eligible for Benefits	<input type="checkbox"/> Yes <input type="checkbox"/> No Comments if applicable
Overtime Exemption Status	<input type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt
Variable Compensation	<input type="checkbox"/> Bonus <input type="checkbox"/> Commission <input type="checkbox"/> Shift Premium <input type="checkbox"/> Car Allowance <input type="checkbox"/> Not applicable
Hours per Week	Insert actual expected hours of work per week, excluding breaks or lunch/week
Location	
Job Classification	CUSTOMIZER: If classifications have been established, insert job categories. Below shows an example. Otherwise, delete this row <input type="checkbox"/> Clerical <input type="checkbox"/> Administrator <input type="checkbox"/> Coordinator <input type="checkbox"/> Manager <input type="checkbox"/> Director <input type="checkbox"/> VP
Salary Range	Insert salary range, or insert: "As per Job Classification"
Direct Reports	As of DD/MM/YYYY but subject to change, position is responsible for Insert number direct reports, as follows: ♦ Title. Insert additional bullets as required <input type="checkbox"/> Not Applicable



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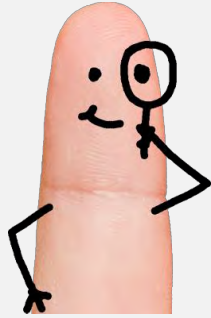
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- c. Asserts market requirements and opportunities to necessary departments.
- 2. Product Planning & Management Example 20%**
 - a. Creates product road map; defining product specifications and long-term strategy.
 - b. Develops product policies and pricing strategies, translating those strategies into detailed requirements for prototype construction and final product development by engineering team.
 - c. Oversees product development.
 - d. Determines best product packaging solutions.
 - e. Develops product positioning that differentiates the Company and its product across market segments.
 - f. Negotiates with suppliers.
- 3. Product Marketing Example 20%**
 - a. Creates marketing plan to generate product awareness and demand.
 - b. Plans product launch and liaises with advertising and public relations to promote product.
 - c. Supports marketing and sales department with necessary product knowledge.
 - d. Conducts product presentations, providing sales tools and training material.
 - e. Implements marketing plan in conjunction with all coordinating departments.
 - f. Drives ongoing improvements in product sales and profitability.
- 4. Customer & End-User Support Example 20%**
 - a. Coordinates market research to track customer feedback, using that feedback to act on necessary refinements and ongoing development.
 - b. Manages product related support, feedback and inquiries from customers.
- 5. Insert high-level responsibility Example 20%**
 - a. List key tasks associated with that responsibility
 - b.
 - c.
 - d.

Job-Related Technical Skills

Skills	Proficient	Experience with	Familiar with
Proven execution of product development lifecycle	x		



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PROBLEM SOLVING

- ◆ Assesses challenges to identify causes.
- ◆ Gathers and processes relevant information.
- ◆ Generates creative solutions and finds a way to make it work.
- ◆ Makes recommendations and/or resolves the situation.
- ◆ Acknowledges when one doesn't know something and takes steps to find the answer.

ANALYTICAL

- ◆ Examines and interprets a wide variety of data/information and makes recommendations or decisions.
- ◆ Identifies underlying complex issues.
- ◆ Systematically compares and organizes.
- ◆ Personally investigates and digs deeper to understand new concepts, approaches, and cause-and-effect.

JUDGEMENT / DISCERNMENT

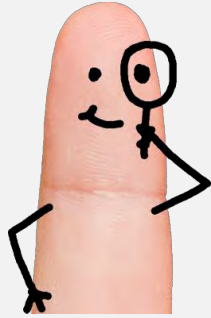
- ◆ Weighs alternatives and makes sound decisions based on factual information and logical assumptions.
- ◆ Refrains from jumping to conclusions.
- ◆ Considers cost, efficiency, and long-term as well as short-term outcomes.
- ◆ Balances 'nice to haves' and bona fide needs, with available Company resources and constraints.
- ◆ Knows when to collaborate or escalate a decision.

DECISION MAKING

- ◆ Identifies purposes and objectives, assesses situations, and makes decisions while exhibiting judgment and a realistic understanding of issues.
- ◆ When appropriate, involves others in the process.
- ◆ Uses reason even when dealing with emotional topics.
- ◆ Provides rationale for decision. Evaluates results.

TEAMWORK / COLLABORATION

- ◆ Works cooperatively and effectively with others to set goals, resolve problems, and make decisions.
- ◆ Promotes collaboration and interaction.



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Acknowledgement

Accepted and agreed to by:

EMPLOYEE

Employee Name	
Signature	Date

MANAGER APPROVAL

Manager Name	Manager Title
Signature	Date

NEXT LEVEL APPROVAL

All job descriptions require approval by CUSTOMIZER: Insert approval position level 1. Example: Department VP, or delete this section if not applicable.

Name	Title
Signature	Date

HR APPROVAL

All positions require review and approval by HR CUSTOMIZER: Insert HR approval level. Example: HR Manager, or delete this section if not applicable.

Name	Title
Signature	Date