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# Example of AD Product Manager Job Description

Our company is hiring for an AD product manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for AD product manager

* Manage, lead and grow a team of product specialist while collaborating with engineering and design team members
* Ensure client expectations are met and executed by interfacing with internal teams (ad ops, inventory)
* Build and launch dashboards to help track performance of this content
* Communicate the vision of this product to multiple teams and gather their feedback as you go from MVP to functional platform
* Lead all day-to-day aspects of the product development lifecycle
* Define and manage the product vision and goals, including the prioritization of new product launches, enhancements to existing features using data as a driver and for justification
* Partner with development leads to provide project management, including keeping the team accountable to deadlines and commitments, for the implementation of enhancements and new features
* Lead the product strategy and design for the next generation of our marketing platform
* Work with internal clients and external customers to identify product goals and define metrics that inform the success of products
* Partner with General Manager to drive growth in this line of business

## Qualifications for AD product manager

* Ability to use analytical tools to make informed, data-driven decision making
* Understanding of the ad tech ecosystem, especially mobile and cross-platform, a strong plus
* Ability to prioritise and make business critical decisions with confidence in a demanding and fast moving media environment
* Self-motivated, willing to take ownership and ensure high quality results
* Highly organised, detail oriented and active in seeking feedback
* Team player with excellent people management and mentoring skills