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# Example of Advertising Product Manager Job Description

Our company is looking to fill the role of advertising product manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for advertising product manager

* Identify market trends, perform competitive analysis, and assess impact/opportunities for Video Advertising platform for both IP and traditional broadcast TV
* Develop product & platform positioning, feature development roadmap, marketing
* Assess platform functional capabilities, support the assessment of the platform technical capabilities, develop business requirements, and plan for the development of platform enhancements and new advanced Advertising solutions
* Analyze and document operations, methods, capabilities and functionalities of 3rd party Ad Decision Systems
* Manage product platform throughout the product lifecycle
* Work with cross-functional teams in developing, launching, and supporting product releases
* Balance and manage technical, feature, capital funding, and schedule trade-offs
* Develop business cases to obtain budget/funding to support the development of platform enhancements and new Advertising solutions in the future
* Monitor performance results of Advertising service and serve as key communication contact with ad sales operations and external software/platform vendors on product and service issues
* Help build and execute the Data & Compliance product roadmap

## Qualifications for advertising product manager

* 3+ years experience in a product, program, or technical project management role
* 1+ years experience working on a mobile application or service
* Familiarity with common digital advertising terminology, campaign optimization, analytics, and industry-standard performance benchmarks, user experience best practices
* Minimum 7+ years of demonstrable experience in a product management or related role
* Minimum 5+ years of demonstrable experience in digital advertising
* Knowledge of movie, music and video game service and software industries, business models and markets including competing services desired