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# Example of Advertising Product Manager Job Description

Our innovative and growing company is looking for an advertising product manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for advertising product manager

* Write product/marketing requirements documents and user stories and ensure clear communication and coordination of requirements to the marketing, design and development teams
* Measure and analyze existing advertising products for opportunities to innovate and improve, providing additional benefits to customers
* Work cross-functionally to manage bottlenecks, escalate as needed, anticipate and make trade-offs, balance business needs versus technical constraints, and maximize business benefit while building great customer experiences
* Develop new products and monetization efforts by evaluating the competitive landscape, and understanding customer needs and value drivers
* Drive product development efforts across functions, including research, requirements definition, UX, metrics analysis, technical specifications, development, and launch efforts
* Define what our advertisers and agencies want from our core display advertising product, including how it’s packaged, how it’s targeted, how it’s tracked, and how it’s reported
* You will manage products through initial launch and follow-on releases, identifying dependencies and clearing blockers to help drive client adoption and retention
* Think big to define opportunities for advertising in a fragmented digital landscape
* Write business cases and produce financial models for our performance business to help all of our implementation teams prioritize competing priorities
* Provide in-depth market, industry, and opportunity analysis

## Qualifications for advertising product manager

* Entrepreneurial mindset, startup experience will be valued
* Inherent passion about technology and marketing
* Experience working directly with agencies to understand needs, and delivering a service / solution
* 7+ years technology industry experience
* Software, technology, program or product management experience preferably with a media related product
* Minimum 10+ years of software development experience or 5+ year in a hands-on measurement role