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# Example of Apparel Product Manager Job Description

Our innovative and growing company is looking to fill the role of apparel product manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for apparel product manager

* Leads the product creation process for assigned categories and responsible for the planning calendar and content to run successful Milestone meetings
* Build and manage quality management systems to ensure developed products meet the standards and specifications of the brands
* Collaborate in driving the product creation process based on the Go-to-Market calendar (Rapid Response and Special Make Up products)
* Creating detailed product and marketing briefings for each season, esp
* Focus on regional product assortments for Strategic Key Accounts, Department Stores (Macy’s, BonTon, ) and Value Channel retailers (Kohl’s, Marshall’s, Ross)
* Market research with regard to opportunities, product innovations, emerging trends, materials, features and price points
* Creating detailed international range plans
* Initiate and manage product feedback and inputs during the creational product process
* Present and actively sell the collections to the buyers of the national Organizations at the sales meetings
* Manage Style and SKU efficiencyProvide complete SAP data to implement into the system

## Qualifications for apparel product manager

* Extensive knowledge of the Apparel business and Product Line Management
* Must have strong verbal & written communications skills, presentation and proven leadership skills
* Bachelor’s degree with 8+ years related product management, merchandising, or related experience
* Experience managing a small team is preferable
* A proficient level of computer skills is required including MS Office
* Must be self-motivated and able to process day to day work and job activities with limited direct management