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# Example of Commercial Product Manager Job Description

Our growing company is searching for experienced candidates for the position of commercial 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 commercial product manager

* Develop and implement business plans to ensure that European Product Management strategy is delivered at a local country level, which includes adapting language, pricing, sales force communication and marketing liaison
* Candidate will work with in region marketing and sales teams to develop product portfolio strategy including product pricing guidelines, product positioning, product specifications, launch packages, and sample management while products are under development
* Working with product management and development teams to focus priorities on the areas of most opportunity across sales and service
* Generating new ideas/being creative about how we grow digital in the context of our other KPIs such as sales volumes or customer satisfaction metrics
* Work with contact centre teams to understand where call volumes continue to exist and where appropriate create well thought out plans to migrate these interactions to digital routes
* Working with business owners to assess whether digital activity is reducing contact centre calls and understanding where further opportunity exists
* Provide information, insight and feedback to stakeholders in order to improve effectiveness of our digital channels
* Ensure our marketing, digital and technology teams are aligned with our overall strategic goals for Digital
* Coordinate with SMI and Commercial Operations teams to develop in depth relationships with key contacts to insure alignment related to various programs, needs
* Develop and manage cross-functional teams to deliver/implement program-specific campaigns and tactics to the market and sales teams

## Qualifications for commercial product manager

* Partner with business leaders to develop an end-to-end product roadmap
* Develop new, compelling products that transform our client and associate’s work
* Lead a project team (research, prototype, test, and build)
* Facilitate collaboration across disciplines and departments
* Knowledge of the payments industry
* Industry experience working in a commercial data business area, with involvement of working in the product development process