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# Example of Ecommerce Product Manager Job Description

Our innovative and growing company is looking for an ecommerce 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 ecommerce product manager

* Prepare and implement go-to-market strategies, ensuring successful launch execution
* Translate concepts into business & product requirements, manage the continued refinement of vision into tactical deliveries
* Completely own and be accountable for an elegant user experience, including identifying and developing use-cases, wireframes, and visual designs
* Groom and prioritize product backlogs with clear balance between immediate and long-term goals
* Own the acceptance review process by providing sign-off based on the assessment of unit tests, technical documentation, first round of review and final output
* Set a high bar for product management excellence, enforcing a culture of product development that is agile, user-focused, and based on rapid execution of small, measurable successes
* Analyze KPI’s and use them to drive decision-making about the future of your products
* Relevant work experience may compensate for lack of formal education and specific product leadership experience
* Gain a deep understanding of the e-commerce customer experience across Vitaminshoppe.com platforms and identify and fill product gaps and generate new ideas that grow market share, improve customer experience and drive growth
* Create buy-in and act as the product owner for all cross-platform initiatives both internally and with key external partners

## Qualifications for ecommerce product manager

* 5+ years of eCommerce Product Management experience (mobile web and omnichannel are pluses)
* Demonstrable ability to define, build, and release software-based products that have had measurable market success
* Digital Photo Assistant experience or 1-4 years’ experience in Product Photography preferred
* A portfolio showcasing your skills for product photography
* Self-starter/Self-driven
* Willingness to wear many different hats