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# Example of Head-Product Management Job Description

Our company is hiring for a head-product management. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for head-product management

* Developing a product that represents the best customer experience available in the market and offers a unique value proposition
* Consult with clients to help determine needs, build solutions and implement appropriate FRB TM Products and customizations/configurations as necessary, particularly for complex implementations
* Fully versed in all TM products, features and functionality
* Own end-to-end product analytics lifecycle
* Direct inforce activities in Life Inforce, Health Inforce and Accumulation
* Continually assess the quality of service and support provided to the functions and internal customers, ensuring that service is of the highest quality
* Responsible for creating brand strategy including positioning, scheduling and sales channel through a deep understating of customers and the target market to maximise profit and brands long-term potential
* Develop and implement a promotional activity plan for brand
* Market the Macmillan Education brand, image and manage positioning in a consistent manner throughout the industry through effective implementation of brand campaigns
* Develop and execute pricing and promotion strategy to enhance brand equity and awareness

## Qualifications for head-product management

* Must have 5-10 years expertise in financial services digital marketing and servicing, with specific experience in b-to-b digital marketing or servicing preferred
* Experience in the asset management, retirement, financial advisory or general financial services industry preferred
* Focus on performance and execution with exceptional project management capabilities
* Extensive experience in the asset management industry with particular expertise in the structuring of UCITS funds and other relevant structures in European markets, principally Luxembourg, Dublin, Spain and the UK
* Experienced in leading, developing and building successful teams
* Strong references available upon request