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# Example of Product Manager, Digital Job Description

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

## Responsibilities for product manager, digital

* Research new digital technologies and standards to evolve our current digital capabilities and build new ones
* Analyze information to make decisions and/or influence change
* Represent function to external stakeholders
* Lead delivery of web, mobile, and/or social media products across platforms
* Own and evangelize roadmap, positioning, execution, and measurement for your products
* Write user stories and other requirements for engineering teams, detailing new products, product features, and enhancements as an advocate for fans and other product end users
* Be an advocate for UX and Ul design throughout engineering and QA phases of development
* Constantly assess competitors, emerging technology, and users to keep growing and improving
* People management and mentorship, as assigned
* Own development of success metrics (conversion, revenue) to assess enhancements and track and communicate progress accordingly

## Qualifications for product manager, digital

* Support the company in its ingestion and analysis of Adobe Analytics data
* Ensure the quality and reliability of Adobe Analytics data
* Build out a central Digital Analytics Center of Excellence
* Demonstrate outstanding understanding and knowledge about the digital analytics space
* Demonstrate outstanding communication and partnership skills which are essential for interacting and communicating with key stakeholders in business and technology across all levels to manage, inform, and influence outcomes
* Demonstrate organizational ability to adapt to changing demands