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# Example of Product Manager, Video Job Description

Our innovative and growing company is hiring for a product manager, video. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for product manager, video

* Monitor sales trends and update forecasts as necessary to meet demand Monitoring of market trends including competition, procedural/market growth, reimbursement, and emerging technologies
* Participate in field work with sales, sales management, and clinical team
* Create and implement the tactics that support the marketing strategies to include pricing, positioning, programs and promotions that are in line with the strategic business plan
* Maintain your expertise as the "product and clinical specialist" by attending procedures, courses, tradeshows, and staying abreast of industry changes and advancements
* Create training presentations, tools and conducting training for sales at training sessions, national sales meeting, tradeshows, customers
* Facilitate the design and implementation of clinical studies and white papers that supports the overall imaging initiatives
* Validate specifications for next generation imaging platforms and executing on launches
* Identify new product and service solutions with internal and external development partners to determine the best solution to fulfill product and business requirements
* Develop detailed product and business requirements for Enterprise Video services
* Drive the product development cycle, represent and champion the product during the development lifecycle

## Qualifications for product manager, video

* Demonstrated ability to work well with and earn the respect of product, engineering, marketing and other business teams
* Demonstration of a highly committed work ethic and a passion for media technology and the digital advertising industry
* Experience working in advertising technology a plus
* Ability to project a professional image and strong leadership skills is preferred
* Ability to demonstrate strong analytical, organizational and communication skills is essential
* Ability to work independently and as part of a team is necessary