Downloaded from <https://www.velvetjobs.com/job-descriptions/product-planning>

# Example of Product Planning Job Description

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

## Responsibilities for product planning

* Product positioning and new business plans that meet current and future market needs and achieve divisional profitability and growth objectives
* Responsible for introducing and maintaining application and product data in database
* Preparation of product support materials for field sales team, including technical bulletins and training materials
* Assist in developing strategic sourcing and manufacturing strategy, based on global product requirements
* Maintain effective contacts with and coordinate actions with Engineering, Sales, Purchasing, Operations, Quality, Field Service, Marketing and Aftermarket functions
* Support Feature Master Avails List (MAL) Project for Affiliates and Key Licensees by performing in depth analyses comparing live status on client sites against the current data in the Client Avails System (CAS)
* Support TV and Feature Master Avails List (MAL) Project for Affiliates and Key Licensees by performing in depth analyses comparing live status on client sites against the current data in the Client Avails System (CAS)
* Evaluate and define the long term business opportunities and strategy
* Evaluate and test new technologies and consumer trends
* Develop new business cases and analyses to help prioritize investment decisions

## Qualifications for product planning

* Experience with ERP systems and MS office (Word, PowerPoint, Excel
* Proven success leading teams to deliver integrated communications
* Demonstrated ability to manage a wide range of business stakeholders
* Management and leadership capabilities
* Experience in the education sector is advantageous
* Bachelors Degree in a mixed technical and commercial discipline Business IS