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# Example of Retail Product Manager Job Description

Our company is growing rapidly and is hiring for a retail 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 retail product manager

* Acquisition, deepening and retention of profitable customer relationships
* Managing internal and external partners
* Directing marketing initiatives, campaign management to build relationships with customers
* Working in a cross functional team with TDMF, TDAM, BSS, and Wealth partners
* People leadership and mentoring
* Develops and maintains a product quality assurance program to ensure compliance with customer documents
* Drive MGPP and New Product Development incorporating the product development stage-gate process
* Develop and implement strategic marketing plan
* Develop presentations and present to retail buying customers in all major accounts
* Responsible for strategic development and management of selected product lines in the retail channel

## Qualifications for retail product manager

* Develop and drive customer centric product management process efficiencies
* Implement special product projects and tactical and strategic initiatives
* Responsible for compliance activities including regulatory change and successful resolution of complaints, incidents
* At least two years’ experience in a marketing, brand management or product management
* Visual Management 10% of time
* Mutual Funds, Wealth and/or Branch Banking experience