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# Example of Retail Product Manager Job Description

Our growing company is hiring for a retail product manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for retail product manager

* Implement marketing, promotion and other programs outlined in the Strategic Plan to grow the product lines in the Retail channel
* Lead Voice-of-the-Customer (VOC) activities for Retail product road-map and provide leadership translating VOC feedback into commercially viable industrial designs
* Coordinate product rollout and introduction with all other departments within the company as appropriate
* Maintain an up-to-date understanding of the market and its technology by attending industry conferences and seminars, and by interfacing closely with lamp, ballast and control manufacturers, component and material vendors, retail customers, sales personnel and others
* Understand and document competitive positions in the marketplace and track their movement, advantages, and disadvantages
* Ensure cross-functional readiness for solution entry and ongoing market success
* Lead Consumables-level free cash flow (FCF) initiatives on supply chain across our Productivity pillar
* Drive vision, alignment and update of projects with internal and vendor senior leadership
* Understand new technology directions in the SaaS market with a focus on applications that create better business outcomes for the retail vertical
* Conduct market research and maintain expertise internally and competitively

## Qualifications for retail product manager

* Previous experience managing a variety of unique channels
* The successful candidate must be both a creative and strategic thinker detail-oriented, possess strong organizational skills, able to work independently & team player
* Deep experience with CRM, eBusiness or Database Marketing
* 5+ years of experience writing requirements documents and functional specifications
* 3+ years of experience using BI tools Tableau, Business Objects
* 3+ years of project/task management