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# Example of Senior Director, Product Job Description

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

## Responsibilities for senior director, product

* Maintain all product information systems (MP2, GIM Tool, ) for all CCT responsible categories
* Act as product owner for the fixed income product line, leading product advocacy efforts to drive market share gains
* Business owner on large scale projects/initiatives and has overall accountability for responsibility for product line performance and daily operations in managing the product line
* Oversee integrated marketing plans and campaigns to ensure all elements of a project plan and overall campaign are executed on time and on budget
* Provide scientific insight into study design
* Build business cases to support new initiatives prioritizing the road map for the next set of media products and feature enhancements
* Defines and communicates product positioning/key product benefits and features to help drive awareness and position K12 as a market leader in the public school K-12 market
* Leads definition of profile, size, and unique needs of target segments, including buyer and user personas and key product use cases
* Drives development of rationalized pricing strategies designed to maximize business unit revenue and growth while minimizing conflict across K12’s existing distribution channels
* Helps track the performance of newly introduced products

## Qualifications for senior director, product

* Industry experience in online and mobile products a must
* Extensive and current experience in designing and building network and security subsystems
* Demonstrate broad network and system infrastructure knowledge across multi-datacenter topologies, authentication services, content management systems, analytical systems, secure email systems, multi-variate testing, and other product supporting functions
* Excellent written and analytical skills, with an ability to clearly communicate via Office Word and PowerPoint documents
* Excellent communications skills, including the ability to diplomatically build consensus across disparate views and cross functional organizations
* Self-driven to take challenges head-on and achieve goals