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# Example of Web Product Manager Job Description

Our growing company is hiring for a web 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 web product manager

* Owns, manages, and consults on LegalSolutions.com capabilities related to primary web experience, embedded technologies and tools, and future ecommerce and marketing platform integrations
* Designs and defines required capabilities and works with IT to incorporate them into development cycles/sprints
* Manages the prioritization process for bug fixes and performance issues (severity, ) to ensure continuous site improvement
* Driving the end state vision for the Marketplace Web Services (MWS) Platform
* Evangelize new features to internal and external stakeholders, working to accelerate their adoption
* Develop a comprehensive go-to-market process with Sales, Marketing and Operations
* Work with design teams to create solutions that are compelling, easy to use and realistic to implement
* Work with engineering teams to ensure we build the right thing and ship it at the right time
* Contribute to strategic direction for web-based products, services and features
* Articulate business and consumer rationale to the teams building the product

## Qualifications for web product manager

* At least 2 years of experience in Search Engine Optimization
* Create and maintain product documentation, including user stories, feature backlogs, and wireframes
* Work closely with engineering teams to design the best technical implementations and monitor implementation
* Hold regular meetings to inform stakeholders of development progress
* Be an advocate for end users, representing and defending user interests to business stakeholders
* Be a strong and confident communicator able to converse easily among business, editorial, and development teams