



Example of Advertising Product Manager Job Description

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Our innovative and growing company is looking for an advertising product manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for advertising product manager

- Develop and manage product vision, business objectives and execution strategies
- Write detailed product, feature, and platform specifications for each functionality or capability that you own and champion, continuously refining the product backlog, acceptance criteria, and deliverables associated with them
- Partner with internal stakeholders and technology vendors to execute both development and implementation phases, ensuring releases that balance client, consumer and business needs across advertising, promotional, and sales programs
- Evaluate potential opportunities by developing business cases that evaluate the revenue impact of new ad features, programs and technologies -- clarify and analyze the associated needs, benefits, and possible solutions -- ultimately leading to a build, buy, or partner strategy recommendation
- Assess risks, anticipate bottlenecks, make tradeoffs, and balance the business needs versus technical constraints
- Support interactions and integrations with key customers and industry partners
- Demonstrate quantitative and metrics-driven critical thinking skills, along with the ability and comfort to work very closely with engineering, design, and operations roles on a daily basis
- Create and present C level documentation tactical and action-oriented

- Responsible for the planning, development, delivery, and life-cycle management of new video Advertising products & features, platform enhancements, and advanced Advertising technologies for insertion of targeted display, video, and interactive ads across the PlayStation Network's products and services
- Responsible for working with cross-functional teams from Ad Sales, Engineering, Marketing, Ad Operations, Legal, and software vendors to develop targeted, interactive, and measurable advertising solutions

Qualifications for advertising product manager

- Experience in the Agile Product Owner role
- Experience working with customers and deriving product priorities
- Managed multiple product backlogs and facilitate prioritization discussions with a diverse group of stakeholders
- Effective communication skills with individuals at all levels of the organization, both verbally and in writing
- Demonstrated knowledge of internet advertising business and advertising technologies
- Demonstrated knowledge of the digital merchandising and the e-commerce industry