



Example of Assistant Product Manager Job Description

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Our growing company is looking for an assistant product manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for assistant product manager

- Identify and justify which market niche(s) have the greatest growth potential for these new products
- Manager or assist in managing the development of NPI and product refresh projects with ODM/vendor base
- Keep record of pertinent product documents in an organized fashion, including but not limited to BOMs, FAS forms, PRDs, FIMO, PCDs, SRP landscape
- Provide product marketing team and marketing department with sufficient information to develop product packaging, documentation, bulletins, training material and various launch assets
- Responsible for creation, submission and management of first article samples (FAS) from the vendor
- Maintain on time, on spec and on budget completion of deliverables
- Supporting the marketing team to develop tools, materials and programmes which support the Shire sales team in meeting objectives agreed with the brand team and aligned to customer expectations
- On a weekly basis ,trend analysis of consumers, our main distributors, competitors (Retail Tour, consumers pictures, Instagram influences, product boards from web and magazines inspirations)
- Lead product analysis needed in order to understand completely our results.This data management enables the understanding of the new

- Actively report the status of overall product life cycle management initiatives for projects assigned – part creation, deletions, transitions

Qualifications for assistant product manager

- Fabric and garment construction knowledge is a must
- Must understand product development and the merchandising process
- 3+ years working experience (in FMCG/Retail industry) preferred
- Sense of purpose for assigned product portfolio
- O Use of using economic scenarios or ESG software, in either a life office or general insurance environment
- Bachelor Degree in Business or related majors or 4 years working experience in related field