



# Example of AVP Product Manager Job Description

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Our company is looking for an AVP 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 AVP product manager

- Produce relevant and accurate reporting material for our clients including performance attribution, portfolio positioning and educational material
  - Ensure constant alignment with our digital marketing strategy by interacting with the various stakeholders
  - Manage and grow the business of core and co-brand credit cards
  - Develop, manage and enhance product value proposition to grow market share and enhance card profitability/ revenue
  - Plan & execute marketing campaigns and customer communications to achieve acquisition and card usage targets ((includes acquisition & activation of new cards, card billings and portfolio activities to drive ENR, and overall product profitability).)
  - Timely tracking and analysis of marketing campaigns to ensure results are on track and identify areas to improve marketing efficiencies
  - Manage partner relationship and implement usage campaigns to achieve joint-target
  - Manage administrative and operational issues including system and customer feedback
  - Coordination with different business units, internal stakeholders and external vendors to manage and implement key initiatives
  - Related activities may include creation of product bulletins, updating the intranet site, user acceptance testing, and production validation activities
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- Creates and supports programs that improve the business unit/function's reputation for providing excellent customer service
- Degree holder with 7 years relevant experience, preferably in Consumer Banking and/or mobile / Internet Banking with strong business acumen an advantage
- Strong IT background preferably with experience in implementing system projects
- Degree holder with relevant experience, preferably in Consumer Banking and/or mobile / Internet Banking with strong business acumen an advantage
- Experienced in launching online services related to investment products such as unit trusts and equities
- Experienced in launching online services for clients in the high-net worth segment