



Example of Digital Product Manager Job Description

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Our innovative and growing company is searching for experienced candidates for the position of digital product manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for digital product manager

- Collaborate with the UX/design, marketing, analytics, technology, compliance/legal, operations, and lines of business stakeholders to understand the feasibility and subsequent deliverability solutions
- Manage the complete product life cycle from strategic planning to tactical activities, using analytics to inform project priorities
- Drive leading-edge strategies from idea to execution, to keep BMO a step ahead of the competition
- Work across functions, bringing together key stakeholders to deliver the best products
- Identify emerging technologies and trends and the potential impact, threats and opportunities for digital product platforms
- Work with existing vendors
- Maintain, evolve, and communicate best practices and lessons learned
- Developing a deep understanding of our digital experience to review and challenge existing processes developing innovative solutions that always put our customers first
- Works closely with the project team and functional partners to implement features identified in the product roadmap
- Collaborates with the product owner and delivery team to ensure appropriate feature sequencing

Qualifications for digital product manager

- Uses sound and sophisticated methods to solve difficult problems with effective solutions
- Champion and lead UX/CX in digital ensuring all projects are scoped/built in accordance to a usability/UX framework
- Manage the CMS for all brands, including the rules and processes for updating/publishing content and changes, improve CMS functionalist and templates
- Deliver PIR's and presentations on the development and execution of annual test initiatives, plans and schedules
- Manage release schedules, test matrixes creation, QA testing and others