



Example of Digital Product Manager Job Description

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Our innovative and growing company is looking for a digital 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 digital product manager

- Drive successful business operations through the company's digital properties
- Liaise between departments in promoting the business through the utilization of digital assets including customer portal, Wi-Fi portal, the company's website and mobile app
- Work with development team to prioritize and manage sprint process based on changing business needs
- Plan, design and execute ad solutions
- Drive strategic digital product decisions via evaluation of DMP & site traffic trends, marketer's needs, competition and market analysis and develop prospective product solutions accordingly
- Serve as a Product Owner for two scrum teams
- Work closely with sustain and vendors to drive production ticket priority and closure increased monitoring and issue detection capabilities
- Lead a cross-functional team designing and delivering end-user, Web- and Mobile-based applications
- Engage in client discovery, user and ethnographic research
- Engage in industry/product market research

Qualifications for digital product manager

- 2+ years of experience building digital products within Fintech industry
- Demonstrated success with developing a market-driven product strategy and

- Ability to be flexible and adapt to changes in the market and/or internal process or workflow changes
- Familiar with web based systems and tools, database management tools, software applications and platform functionality SFDC, web comm sites
- Familiar with digital product development
- In-depth knowledge of the digital landscape, vendors and competition, with a specific focus on the financial services industry