



# Example of Digital Product Manager Job Description

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Our company is hiring for a digital 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 digital product manager

- Ability to succinctly define a story, suggest a set of requirements, and justify the prioritization of business objectives is a must, through both written and verbal explanations
  - Identify business needs, create user stories, and translate requests into technical requirements for the development team
  - Coordinate with business units on the user interface (UI) layout and design of all web applications
  - Serve as a project liaison for internal business units and third-party vendors
  - Serve as internal mobile SME to multiple business units
  - Work with cross organizational stakeholders to define business and user requirements, scope projects, uphold high usability standards, support development, and optimize products
  - Develop business cases and other documentation in support of proposed products and projects
  - Oversee ad operations with the goals of generating revenue while simultaneously protecting the user experience
  - Obsess over analytics, uncovering trends, opportunities, and issues and communicating those findings to the team
  - A "technology evangelist", able to deal with both strategic and operational level leader, and help them understand how digital transformation can help them
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- Able to evaluate new product opportunities from an audience, editorial, and technology perspective
- Able to be flexible and prioritize
- Resolves issues and problems by conferring with staff, management, other internal departments, outside contacts as necessary
- Proven track record of delivering successful products to market
- At least 1 year of digital industry experience for consumers
- At least 1 year of experience as a Product Owner in an Agile development process