



# Example of Digital Product Owner Job Description

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Our company is looking to fill the role of digital product owner. 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 owner

- Manage engagement with marketing stakeholders and effectively communicate product release contents and expected product capabilities/customer journey
- Oversee team financials, develop value-at-stake and total cost of ownership models and define KPIs to measure business outcomes and team success
- Define a vision for your digital products and experiences, based on metrics, which will support our digital strategy and our strategic success metrics on customer adoption and engagement (shift from calling to self serve)
- Plans projects and maintains budgets that align with business initiatives and campaigns
- Works directly with vendors, manufacturers, and business partners for executing market specific campaigns
- Contributes to the development of various business projects as it relates to digital engagement
- Leads cross-functional teams through a project management process for business projects
- Effectively communicates programs and responds to market and customer needs
- Identifies opportunities and challenges for market activity through discussions and analysis of data
- Reports the results by activity type, store, market and level of effectiveness

## Qualifications for digital product owner

- Lead grooming activities within an Agile team, specifically defining and writing user stories, acceptance criteria and user interface design for platform and product enhancements
- Drive day-to-day prioritization of work operations, projects and scope
- Contribute to continuous improvement of product ownership and other agile processes
- New Product Development certification (NPDP)
- Four years of relevant experience in process improvement, project delivery, business/requirements analysis or business operations/product line
- Lead the interaction between creative, business and technical teams for web and mobile app engagements