Our innovative and growing company is looking to fill the role of digital product. 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

- Will champion your product with stakeholders from around the business
- Product revenue and profit performance against plan and business case
- Production of key product lifecycle artifacts such as master product plan, product roadmap and business case
- Develop and prioritize product requirements for new products/services, enhancements / change requirements for existing products/services to meet changing business, market, customer and competitor needs
- Maintain close working relationship with our business partners and other cross-organizational partners
- Develop products and services, , frontend and backend platforms that will enable personalized experience
- Acts as a key stakeholder in the development of digital products
- Monitors digital trends and brings innovative ideas to shape and evolve the portfolio strategy
- Will have a primary subject matter focus but can work effectively across devices & product areas
- Lead cross-functional product advisory councils

Qualifications for digital product

- Knowledge of HTML and HTML5 technologies and working knowledge of other front-end Web page technologies (CSS, Javascript, JQuery)
- Familiarity with Photoshop, Illustrator, Omniture and/or other wireframing

- Gather and prioritise product and customer requirements
- Defining the product vision
- Evaluate online marketing support of broadcasting programs and lead online campaign turnaround time, reporting, accuracy and efficiency driving the online experience