



Example of Ecommerce Product Manager Job Description

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Our company is growing rapidly and is looking to fill the role of ecommerce 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 ecommerce product manager

- Ensure voice of the customer is deeply ingrained in all products by conducting all manner of customer research, including behavioral data analysis, surveys, focus groups, usability studies, conjoint analysis and beta programs where appropriate
- Conduct competitive analysis and keep abreast of industry best practices as it might inform new product development and existing product evolution
- Drive third-party partner assessment in collaboration with marketing and IT
- Drive development and optimization of the brand booking engine, websites, mobile application and other projects aimed at achieving business objectives and enhancing our digital guest experience
- Work with internal information technology resources and external partners to develop technology roadmaps and release processes and schedules
- Assist in the development and deliver against the product roadmap as defined by the Digital Marketing and eCommerce leadership teams
- Oversee product life cycle from strategic planning, execution, deployment and analysis
- Work closely with Digital Marketing, IT and internal business units to capture business requirements and use cases to turn them into products that can be measured and optimized on a continual basis
- Specify market requirements for current and future products through market research, session data and competitive analysis supported by on-going

- Deliver wireframes and product recommendations to development teams aimed at driving world class enhancements

Qualifications for ecommerce product manager

- Demonstrated experience leading complex cross-functional projects through launch while handling multiple moving pieces on a small team – people want to work with you again
- Customer obsessed and data driven, with deep experience in optimizing consumer experiences at scale
- Experience in constructing complex solutions and documenting requirements (written samples will be requested)
- Advanced functional knowledge of online content, commerce and portal systems
- Advanced knowledge of A/B testing concepts and execution
- Strong ability to monitor business intelligence data and provide recommendations for website enhancements