



Example of Mobile Product Manager Job Description

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Our innovative and growing company is searching for experienced candidates for the position of mobile 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 mobile product manager

- Identify opportunities for innovation and hypotheses on how to drive customer engagement
 - Identify what structured and unstructured data is available and relevant, including internal and external data sources
 - Presents and depicts the rationale of findings, and complex models and methodologies in easy to understand terms for the business
 - Champion product initiatives and business cases to executive management team for prioritization and development
 - Constantly evaluate and assess competitive landscape, creating SWOT-based assessments of current and emerging competitors
 - Develops product category strategy to drive revenue and profitability for assigned product lines, including specific, measureable goals such as percentage of market share, net sales, product revenue and margin growth
 - Prioritizes creation of strategies against business needs and market demand
 - Gathers and maintains category foundational research
 - Synthesizes data into facts and trends that validate company direction on product development
 - Serves as knowledge expert in product category relative product capability, technical specifications and features, market drivers and the competitive landscape
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- Highly motivated, energetic, strategic thinker
- Experience in consumer-facing mobile product management
- Up to 20% travel is expected
- Working knowledge of the Direct to Consumer business, , large-scale eCommerce environments is required
- Knowledge of mobile app technologies and UX/design best practices
- An appreciation of A/B testing and using data to inform design decisions