



Example of Product Manager Consumer Job Description

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

- Key stakeholders in planning and implementation of assigned programs and tactics to deliver against developed strategies
- Develop a realistic and effective business plan for each product line to achieve budgeted goals in sales, margin, supply chain impact, and drive execution of plan
- Choose items and vendors for assigned product line(s)
- Merchandise assigned line(s) to ensure service levels with minimum inventory investment and maximum gross margin online
- Interpret basic financial statements, financials levers and metrics used in Merchandising to understand current and future trends
- Develop and deploy selling tools for both on-line and the sales organization which will enable us drive continuous improvement and sell more effectively
- Responsible for effective and optimized promotional planning and investments based on the market conditions, sales forecast, category role, vendor negotiations, promo allowances, existing tools, NAC strategies and promo negotiations
- Partner with the Pricing team to determine portfolio strategies by each category, pricing levels (EDP, Promotional, Clearance, etc) that are in compliance with our pricing strategies and ensure profit goals are achieved
- Partner with Web Specialist to review and analyze category KPIs (Omniture and other tools) to gain an understanding of campaign and promotional

- Translating business opportunities into product-market combinations

Qualifications for product manager consumer

- Three (3) years of market research or product development
- Proven ability to execute a consumer-focused vision across company disciplines
- Work closely with Credit Risk, Analytics and Sales to increase the yield through new products and programs
- Effectively segment and target existing customer base for cross-sell
- Effectively manage customers' expectations and ensure quality service standards
- Participate in studies, analysis and reports on new bookings and attrition