



# Example of Product Manager, Digital Job Description

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

- Manage content and creative placed on digital properties including mobile app, website, and customer and guest portals
  - Project management for development of digital assets and digital asset projects including management of digital development company
  - Report on digital efforts against KPIs established for digital assets and marketing campaign
  - Ensure all digital properties are in alignment with the company's brand standards
  - Manage costs associated with product development for digital properties
  - Model behaviors that support the company's common purpose
  - Help drive product optimization initiatives
  - Improve customer acquisition improvements to support digital marketing activity such as search engine optimisation, aggregators or affiliate marketing, signposting or data acquisition
  - As a Product Manager you will engage with stakeholders, vendors, designers, and project managers to implement projects ranging from full redesigns to vendor integrations, all within a fast-paced news environment
  - You will also keep a pulse on competitors in the industry, best practices in web design, the latest trends in digital media, and the needs of the online editorial team — all to provide the foundation and vision for projects that will continue to drive traffic growth into the future
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- Deep expertise in technical area(s) including architecture, quality assurance and development
- Develop product concepts, roadmaps, test plans, and functional specifications documentation
- Collaborate with designers and engineers to conceptualize, design, and deliver multi-platform applications
- Work with people at all levels of the organization globally with suppliers, vendors and customers
- Passion for the web and the future of news
- Strives for greater efficiency, improved process, and higher quality