

Product Manager

Reports to: VP Sales, Prod. Marketing and Customer Service

Division: JAC

Classification: Exempt

Department: Product Marketing

Date: 07/01/2011

Approved:

JOB SUMMARY

This job is responsible for managing current products and leading the development of new products and services through the use of cross-functional project teams.

ESSENTIAL FUNCTIONS

1. Manages the product development of assigned products to meet the specifications and target prices established by market and competitor research. This includes managing the product life cycle and establishing the strategic direction for each product and insures alignment to the company's strategies. The completion of business cases to justify product projects is required.
2. This position is the project leader for product development projects and is required to balance the project's triple constraints of schedule, quality and budget. In addition, the identification, assessment and mitigation of project risk is essential. This role is extremely challenging since most, if not all, of the cross-functional team members are budgeted and supervised by their functional managers.
3. Participates with other managers to establish and maintain the project portfolio, which prioritizes projects and balances corporate resources. This includes writing the appropriate sections of the business plan.
4. Regularly interacts with executives both internally and externally.
5. Develop or integrate new feature sets to existing premium products or integrate features in third party products to maintain the premium price point.
6. Develop and implement products, launch strategies, pricing models, and the internal product positioning documents for premium products.
7. Create Market Requirement Documents, Product Requirement Documents, and white papers that educate internal personnel on key issues facing the market.
8. Create Product Roadmaps in conjunction with technical roadmaps that provide the vision for each product line and product category.
9. Direct overall product lifecycle planning and management including pricing, customer and technical requirement, product strategy and communications across each product category.
10. Define unsolved market problems relevant to specific product lines that customers are willing to pay to solve.
11. Identify and evaluate competitor strengths and weaknesses and potential business alliances and partnerships.
12. Monitor customer's needs/trends, technical and regulatory requirements, market position changes, competitive movements and innovations.
13. Analyze which market segments should be pursued by determining market size, revenue potential, and corporate strategy.

SPECIAL DEMANDS

1. Understand interdepartmental functions and priorities to insure program schedules and objectives are met.
2. Requires both commercial and technical product knowledge with frequent interaction with both employees and customers.
3. Originality and initiative are important as well as the ability to work under unusual or extreme pressure.
4. Performs other duties as may be assigned.

EDUCATION AND EXPERIENCE

- A Bachelor's degree in engineering or related discipline or equivalent.

- Knowledge of project management and marketing fundamentals is required.
- Five years related experience.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of the job typically the employee may sit comfortably to do the work. However, there may be some walking, standing, bending, carrying of light items such as papers, books, small parts; etc. No special demands are required to perform the work.