Senior Product Manager

Reports to: VP Sales, Prod. Marketing and Customer Service	Division: JAC
Classification: Exempt	Department: Product Marketing
Date: 3/29/2012	Approved:

JOB SUMMARY

The Sr. Manager/Director will be responsible for developing a product roadmap for the company that ensures development and testing of high quality, high value products/services that can be successfully marketed to consumers through traditional direct response marketing channels. This role will also be responsible for initiating contact and conversations with prospective complimentary companies to JCM for new product development. The point of having a Senior Product Manager is not only to provide the previous listed duties but help manage and divide the overall work load and products.

ESSENTIAL FUNCTIONS

- Responsible for North and South America existing product roadmap and future product planning including product ideation, collaborations with other complimentary companies and technology licensing.
- Define and direct our internal process to define the future product planning, product roadmap and priorities.
- Driving a solution set across development teams through market requirements, product contract, and positioning (MRD, PRD, BRD, SWOT, Win/Loss & Competitive Analysis)
- Managing the entire product line life cycle from strategic planning to tactical activities & profitability management.
- Propose an overall development and launch budget to ensure success
- Monitor the status of development projects supporting new features to Executive Management
- Manage the execution of consumer research to further support rationale for product development and positioning within the marketplace.
- Work closely with retention & customer communication teams to ensure accuracy of content.
- Developing and implementing a company-wide go-to-market plan, working with all departments to execute.
- Gather and analyze feedback from sales, marketing, operations and partners/prospects to set the strategic vision for existing products and development of new products.
- Become an expert on other products in the marketplace
- Build a team to support rapid growth expectations.
- Product Regulatory and Compliance experience
- Brief press and analysts and go on press tours
- Performs other duties as may be assigned

SPECIAL DEMANDS

When selecting a candidate for the new Product Manager the listed experience should be considered in addition to the responsibilities/roles listed above:

- Demonstrated ability to develop new products
- Proven track record of leadership and management of focus groups
- Effectively plan a go-to-market strategy including business case development

- Understanding of Casino Operations
- Exceptional organizational skills
- Product Management - Systems

EDUCATION AND EXPERIENCE

- Bachelor's Degree/ Master's degree preferred – Finance, Marketing or closely related field
- Seven plus years of Product Management or related experience
- Expertise in communications