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Associate Product Manager Job Description template

Associate Product Manager Job Description Template/Brief

As a Associate product manager, you will be a part of the product management team which is responsible for the ideation, development and execution of new features for our web and mobile products. You will collaborate closely with our engineering, design and user research teams to deliver high quality product experiences to our users. Ultimately, you will be responsible for ensuring that our products are well designed, meet the needs of our users and achieve our business goals.

Associate Product Manager Job Profile

An Associate Product Manager is responsible for the development and execution of product strategy and plans in assigned product categories. This role is responsible for growing sales and market share of existing products and launching new products. The Associate Product Manager will collaborate with Sales, Marketing, and other functions to develop and execute product plans. This role will report to a Senior Product Manager.

Reports To

- Senior Product Manager

Associate Product Manager Responsibilities

- Understand assigned product categories, including customer needs, market trends, and competitive landscape
- Develop product strategy and plans in assigned product categories
- Work with Sales and Marketing to develop go-to-market plans for new products
- Manage development and execution of product launch plans
- Monitor product sales and profitability, and take corrective action as needed
- Monitor and report on competitive activity
- Prepare periodic reports on assigned product categories

Associate Product Manager Requirements & Skills

- Understanding of customer needs and market trends
- Ability to work independently and take ownership of projects
- Strong understanding of product development process
- Strong understanding of sales and marketing process
- Strong project management skills
- Strong analytical and problem-solving skills
- Experience in product management preferred