

Position Profile: Software Product Manager

General Description: Handle all business and marketing aspects of product X. Includes marketing requirements documents, forecasts, non-disclosure presentations, road-map presentations, pricing proposals, sales training, end-of-life plans, upgrade/feature enhancement plans, competitive analyses ...

Requires excellent interpersonal and relationship building skills with Engineering and Sales, as well as successful coordination with PR, Marcom, Launch Team, Manufacturing (if appropriate), Vertical Marketing, and Finance.

Requires excellent verbal, math, and written communication skills.

Product /Service: Provides comprehensive product information to Sales. Provides comprehensive customer and market requirement information to Engineering. Distills key issues and debriefs Senior Management.

Customers: Sales (or appropriate distribution channel) and Engineering and Senior Management.

Specific Responsibilities:

1. Develop a strategy for product X.
2. Interact with prospect X customers, sales distribution channels, and channel partners to deliver tactical and relevant programs to market X to this audience.
3. Research customer needs and provide results analysis.
4. Cultivate product X-oriented information from industry experts, channel partners and customers to provide focused product input on product direction including features and priorities.
5. Understand specifically how and to whom X is selling and winning in the channel and in the enterprise.
6. Conduct/coordinate focus groups and roundtable discussions regarding product X features. Conduct/coordinate usability studies for X.
- 7.

Competencies:

Technical Project Skills:

- Demonstrate “power user” capabilities with product X
- Demonstrate comprehensive, indepth knowledge of all “players” in the X marketspace

Communication:

- Write clearly, completely, and concisely so that editorial changes to work are minimal.
- Present information effectively and persuasively to customer, peer, and management audiences.

Teamwork:

- Garner the professional respect of peers and coworkers.
- Help/assist coworkers in problem resolution related to project completion.

Initiative:

- Demonstrate job interest, cooperation, dedication, and enthusiasm.
- Be willing to extend oneself to complete assigned tasks and to help solve problems beyond job description.

Inter-Personal Relationship:

- Demonstrate an ability to get along well with others including difficult people, through a positive attitude, and win-win approach.

Reliability:

- Ability to carry through to completion assigned tasks.
- Complete assigned tasks on time.
- Help manager complete her tasks on time.

Personal Organizational Effectiveness:

- Ability to set and juggle multiple priorities at once.
- Ability to effectively handle constantly changing requirements or priorities
- Managing time effectively.

Professional Excellence:

- Quality of Work
- Quantity of Work
- Demonstrating personal drive to increase knowledge and skills
- Support the goals and best interests of the organization as a number one priority.
- Demonstrate support for company management and leadership.

**A Software Product Manager IS NOT and SHOULD NOT ...
(NON- Position Profile: Software Product Manager)**

WRONG: “Swr Prod Mgr will drive the development and marketing of X” **RIGHT:** “The Engineering Product Team Leader will drive the development of X” and the Swr Prod Mgr will drive the marketing of X

WRONG: “Swr Prod Mgr will coordinate the research and development, design and testing of X” **RIGHT:** “Swr Prod Mgr will research marketing requirements with prospective and current customers. Engineering will coordinate the development of X (meaning the schedule, the PERT charts, the critical path, the coordination with hardware, software, FCC compliance, manufacturing, SQA, etc.) through the Engineering Product Team Leader. Engineering will coordinate the design of X with the development team that will be led by the Engineering Product Team Leader. Engineering will coordinate the testing of X; the Swr Prod Manager will assist by recommending and recruiting key prospects and customers as BETA test sites.