

Position Title: Product Manager

Department: Sales/Marketing

Reports To: VP Marketing, Sales & Customer Service

FLSA Status: Exempt

Job Description

The Product Manager is responsible for managing the product planning and execution throughout the Product Lifecycle, including maximizing sales, revenue, market share, profitability, and delivery of the product. The Manager will analyze market and competitive conditions to strike a clear path towards the business value of the product. The role will work closely with engineering, sales, marketing, and support to deliver a GREAT customer experience, scalable internal processes, and ensure revenue goals are met. The Product Manager also ensures that the product supports the company's overall strategy and goals. This role is an individual contributor that does not have direct responsibility for supervision or performance management of staff.

Essential Duties:

- Defines the product strategy and roadmap.
- Understands the Product(s) that he/she supports including the business value and delivering a GREAT customer experience.
- Delivers Market Requirements Documents and Product Requirements Documents with prioritized features and corresponding justification.
- Works with external third parties to assess partnerships and licensing opportunities.
- Runs beta and pilot programs with early-stage products and samples.
- Works with Marketing Leader to develop the core positioning and messaging for the product.
- Facilitates product training for the sales team, including training on how to give product demonstrations. Work with Marketing Leader to set pricing to meet revenue and profitability goals.
- Forecasts the long-term revenues to be derived from new products. Report on results and update forecasts monthly.
- Collaborates with Marketing Communications Team to develop sales tools and collateral and the finance and engineering team to ensure product profitability, including monthly measurement of results.
- Proposes an overall budget to ensure success.
- Acts as a leader within the company.
- Exhibits a growth mindset, an ability to take risks, question norms, unlearn old habits and not take one's self too seriously.

Knowledge, Skills and Abilities:

- Proven project management skills.
- Demonstrated success defining and launching excellent products.
- Excellent written and verbal communication skills.
- Skill in operating various office equipment. Proficient in the use of personal computer applications including Microsoft Office, Crystal Reports, and the Company Billing System.
- Knowledge of customer relationship management (CRM) applications.
- Ability to organize and prioritize multiple work assignments and manage projects effectively.
- Ability to work independently.
- Ability to solve problems and make sound decisions using information at hand.
- Ability to successfully collaborate interdepartmentally.
- Proven ability to influence cross-functional teams without formal authority.
- Must be able to travel 15% of the time.

Education and Experience:

- Bachelor's degree in Business, Marketing, Economics or Accounting or equivalent work experience.
- Five years industry experience as a Product Manager or Product Development with fiber-based Internet services highly preferred.
- Experience with telecommunications products and services preferred.
- Experience with over-the-top video products and services preferred.

Physical Requirements:

PHYSICAL REQUIREMENTS	0-24%	25-49%	50-74%	75-100%
Seeing: Must be able to read computer screen and various reports.				X
Hearing: Must be able to hear well enough to communicate with employees and industry contacts.				X
Standing/Walking:	X			
Climbing/Stooping/Kneeling:	X			
Lifting/Pulling/Pushing:	X			
Fingering/Grasping/Feeling: Must be able to write, type, and use phone system.				X

Working Conditions:

This factor measures the surroundings or physical conditions under which a job must be done and the extent to which those conditions make the job disagreeable. Consider the presence and relative amount of exposure to dust, dirt, heat, fumes, contaminants, cold, noise, vibration, wetness, etc.

- Good working conditions with the absence of disagreeable conditions.

Work Schedule:

Marketing Department core business hours, 8 to 5:00 Monday through Friday. Extended hours as dictated by the needs of business.

Note: The statements herein are intended to describe the general nature and level of work being performed by employees, and are not to be construed as an exhaustive list of responsibilities, duties and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.