

MATANUSKA TELEPHONE ASSOCIATION, INC.
POSITION DESCRIPTION
Business Solutions Product Manager

POSITION TITLE

Business Solutions Product Manager

DEPARTMENT

Product Management

TITLE OF IMMEDIATE SUPERVISOR

Business Solutions Sales & Product Manager

SUMMARY OF POSITION'S ROLE

The Business Solutions Product Manager oversees the MTA Business product suite, and supports the Business Solutions Sales & Product Manager to drive the vision, strategy, design and execution of their product lines in order to create exceptional customer value, generate competitive advantage and deliver profitability for the company.

Key duties include managing current product offerings, reporting, forecasting, positioning, and pricing. The Product Manager will also develop products by identifying potential opportunities, conducting research, reviewing potential partners and vendors, generating requirements, determining specifications, production timetables, and integrated plans for product launch. This position will work closely, and in cooperation, with others within the department and throughout the Company.

SPECIFIC TASK DESCRIPTION

1. Determine customer requirements via research, personal interviews, focus groups, surveys, roundtables, etc. and interpret results. Align customer needs with MTA's strategy and evolving technological and intellectual capabilities.
2. Develops implements and maintains product life cycle plan and actual performance, from introduction, growth, maturity, enhancement, and exit or migration when necessary.
3. Determines proper positioning of product/product-line in market place based on primary and secondary research available.
4. Identify technical/engineering development and promotional projects for the product line(s) based on existing and future market demands.
5. Recommends and implements pricing strategy, target market, distribution channels, and differentiation strategies based on analytical based demand projections and business cases.

6. Establish and maintain budget for product line(s). Identifies and recommends opportunities for cost containment.
7. Champion of the product/product-line both internally and externally. Maintains close relationship with research, sales, marketing, regulatory, technical departments and customers during life of product/product-line.
8. Works with marketing in the development of all product marketing collateral, including website, digital media, product releases, brochures, advertisements, articles and flyers.
9. Works with marketing to establishes product campaigns and sales promotions to include planning, coordinating, communicating, product training, and reporting to/with the appropriate audience.
10. Maintain an awareness of competitive and other market forces affecting the product line(s), through effective networking with research and sales team. Provides key competitive information and product comparisons to sales team including tracking competition's overall performance.
11. Present and highlight product line(s) at trade shows and corporate events while raising awareness and preference for the product line(s). Resolve internal and external product line issues by investigating, making recommendations and developing solutions, as required.
12. Tracks performance and communicates status of product/product-line as appropriate to manager and executive staff.
13. Performs other duties as required.

Requirements:

- Bachelor's degree in Marketing, Business Administration, or related Technical field is required. Experience may be substituted in lieu of formal education.
- 5+ years of experience in product management or marketing, or related experience in the technology industry.
- Expert organization, prioritization, communication and presentation skills.

* OFFICIAL COPY OF THE JOB DESCRIPTION FOR:*

Business Solutions Product Manager

Date of Last Revision: September 6, 2018

Executive Approval: _____