

Front Porch, Inc.

Job Description: Product Manager

DEPARTMENT: Product Management

Job Description

The Product Manager is responsible for the product planning and execution throughout the product lifecycle, including: gathering and prioritizing product and customer requirements, contributing to the product vision, and working closely with customers, engineering, sales, marketing and support to ensure customer/key stakeholder satisfaction goals are met. The Product Manager's job also includes ensuring that the product supports the company's overall strategy and goals. A successful candidate has a passion for writing functional/business requirement documents, is very creative in written and oral communication and is eager to understand the voice of the customer.

The Product Manager is expected to:

1. Assist directors and management in product strategy and roadmap documentation
2. Evangelize the roadmap across the company and with customers
3. Analyze data, discover unique facts and make recommendations
4. Master existing product functionality
5. Become subject matter expert in assigned use cases
6. Own several product areas and shepherd their entire lifecycle
7. Interview key stakeholders on required product functionality
8. Write super-descriptive functional/business requirements
9. Deliver and present business requirement documents to various groups
10. Host internal document review meetings and evangelize the product/feature
11. Review designs and mockups and provide feedback and recommendations
12. Train sales and related teams on new products
13. Research integration opportunities with compatible third party products
14. Nurture close relationships with relevant industry working groups
15. Review and prioritize incoming feature requests
16. Use good judgment when balancing features with pipeline
17. Work with external third parties to assess partnerships and licensing opportunities
18. Run beta and pilot programs with early-stage products
19. Be an expert with respect to the competition
20. Act as a leader within the company
21. Participate on sales calls and handle questions on functionality
22. Periodic attendance at trade shows/conferences/client locations

Requirements and Capabilities

1. Excellent written and verbal communication skills
2. Technical background, with experience in networking, web design or advertising
3. Excellent teamwork skills
4. Capability to influence cross-functional teams without formal authority
5. Must be able to travel at least 10% of the time