



PRODUCT MANAGER

Client Information

Our client is a leading provider of compliance and governance workflow tools and services to corporate legal departments and law firms. This position is located in New York City. This position will provide a competitive salary package of base/incentive compensation, along with an outstanding benefits program. The position will report to the Group Product Manager.

Position & Responsibilities

The position, reporting to the Group Product Manager, will be responsible for the product management and product marketing functions for the client's most strategically aligned product lines. The Product Manager has the following responsibilities:

- Plan, drive requirements and promote Web tools in support of a suite of service products. These tools create efficiencies for end-user customers and enhance communication between service teams and the customers
- Develops business requirements based upon intimate knowledge of customer needs, and works closely with peers in project management to develop detailed specifications
- Research, identify and prioritize product support and product development processes – with a focus on reducing product development time-to-market
- Define product launch plans, and lead cross-functional rollout team to successfully launch product internally and externally
- Maintain pulse on competitor/industry intelligence; Initiate market research projects and focus groups (market needs, size, product positioning)
- Act as the liaison between the company's development, project management, product support and sales departments
- Development of specific product strategies geared towards growth: define target markets, value proposition, positioning
- Identify, define and implement market-driven opportunities; identify new products to pursue within core markets and conduct business development to enter new markets
- Review product categories, identifying vendors, conducting product evaluations, some business case development, and structuring, negotiating and executing deals
- Work will also entail other key tasks relating to corporate strategy

Ideal Candidate Profile

- Attention to detail
- Building relationships
- Demonstrated team player
- Communication skills
- Customer-focused
- Flexible and adaptable
- Independent thinker
- Innovative
- Integrity
- Judgment
- Persuasiveness/seller
- Planning and organization
- Political savvy
- Problem solver
- Professional presence
- Public speaker
- Resourceful
- Results-oriented
- Team orientation – “roll-up-the-sleeves” style
- Superior intelligence
- Able to generate sustained enthusiasm
- Strong overall business acumen
- Superior negotiating skills; non-threatening style
- Sound operational, technical and administrative ability
- Superior academic credentials
- High level of personal discipline and the proven ability to lead a key product line function. Strong analytical abilities and seasoned marketing sense

- A “charismatic presence” with ability to instill passion and a winning attitude
- Must be viewed as a “knowledge source”
- A diplomat, persuasive style, “soft hands” with exceptional behavioral skills
- Ability to establish trust and rapport at all levels of the organization
- Apolitical. Self-directed with ability to champion a “get it done” philosophy

Knowledge & Experience

- 3-6+ years of product management experience with extensive knowledge within a marketing communications field. Practical industry experience a plus
- Experience with online products/services, preferably in a business-to-business environment
- Proficiency in gathering and assessing requirements, and translating same into documented use cases and product designs
- Strong problem-solving and conceptual skills
- Strong technical skills and aptitude in understanding technology
- Ability to guide and manage rapidly evolving projects and cross-functional teams
- Ability to develop winning strategies and execution
- Demonstrated ability to independently manage multiple complex tasks and resources
- Keen attention to detail
- Excellent communication and writing skills
- Successful candidate must have the ability to deal with C-level executives
- Proficiency with Microsoft Office Word, Excel, PowerPoint a plus
- Experience developing advanced marketing concepts and ability to integrate critical information from many diverse areas
- Experience obtaining approvals and support for each initiative
- Experience setting and maintaining all facets of the budgeting process and metrics to track progress and effectiveness
- Working knowledge of how the advertising, marketing and promotion industries work, including public relations, all media forms and sponsorship development
- Good communication and promotion skills in order to sell ideas. Ability to communicate with and through a variety of technical areas, staff and consultants

- Organizational design skills to sell, negotiate and coordinate all marketing activities involved in maximizing existing and developing new initiatives for CT Corporation
- Plan and organize self to prioritize activities and maintain focus on key issues while being proactive and flexible
- Manage outside consultants
- Share information and transfer organizational learning throughout the business units to eliminate duplication and shortcut learning curve
- Present ideas, campaigns and proposals in a clear and articulate manner in order for audiences to completely understand the impact
- Maintain good working relationships and open communications with all internal and external customers, advertising agencies, sponsors, promoters, community, vendors and consultants
- Develop and maintain credible, solid, open professional relationships with key division marketing executives and executives throughout the organization
- Act as consultant and resource to internal customers to provide resources and direction for leaders in the various business/product line units
- Monitor and control the progress toward the achievement of the annual objectives. Identify and exploit areas of opportunity and manage significant variances by taking action as appropriate and communicating in a timely manner any significant variations from forecast
- Lead the development and maintenance of a leading edge department
- Instill a "customer first" attitude into the fabric of the mission and goals of the business
- Visionary thinker and prudent risk taker; ability to identify and move beyond the status quo
- Solid track record of career growth and demonstrated ability to consistently achieve successful results
- Responsible for managing and relating equally well to all functional areas of a business environment
- A high energy level, drive and passion for success
- Must be able to establish trust levels and effective working relationships at all levels
- A global perspective regarding the ability to grow the business
- Professional manner and bearing, a polished communicator, ability to sell an idea orally, to present it succinctly in writing and to listen objectively

Education

- Bachelor's degree in marketing, business or related advertising communications area. MBA from top-tier school preferable