



1.800.333.1566

1.270.753.2150



info@its-training.com



120 Max Hurt Drive • Murray, KY 42071



Position Description

Product Manager II

Reports to:	VP of Product
Department:	Product
Travel:	Minimal
Role Type:	Individual Contributor
FLSA Status:	Exempt – Administrative

Position Summary

Product Manager II owns the end-to-end management of one or more assigned products, translating product strategy into roadmaps and enhancement decisions with growing input into the strategy itself.

Working closely with Product Leaders and cross-functional partners in technology, marketing, sales, and customer support, the PM II takes full ownership of enhancement-request decisions, contributes financial and pricing input, and supports sales channel enablement — building the strategic and business judgment that leads toward independent product-line ownership.

Measurements of Success

- *Enhancement Ownership:* Own enhancement-request decisions end-to-end with minimal escalation, with clear rationale documented for stakeholders.
- *Roadmap Accuracy:* Maintain roadmaps that reflect current strategy and are validated on a regular cadence with Product Leaders.
- *Financial Input Quality:* Provide pricing, schedule, and ROI/margin input that holds up under Product Leader review.
- *Channel Enablement:* Deliver sales enablement tools and materials that Sales and Product Marketing rate as usable and effective.
- *SME Reliability:* Serve as a dependable SME for owned products across channel, support, and demo needs.

Responsibilities

- A. *Enhancement Request Ownership:* Oversee and manage new product enhancement requests and ideas end-to-end, ensuring alignment with the overall product strategy, and promptly decline requests that do not fit.



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- B. **Epic & Feature Documentation:** Develop detailed epic and feature documentation that highlights market problems, clearly explaining personas and use cases to empower designers and developers to create effective solutions.
- C. **Backlog & Delivery Management:** Manage and refine product backlogs to keep priorities current, collaborate with Software Engineers to provide context and detail for effective squad delivery, and monitor and communicate key dates, progress, and checkpoints throughout initiative delivery.
- D. **UAT & Strategy Contribution:** Participate in UAT as needed to validate user stories, and work with Product Leaders and key stakeholders to help define product strategy for products or features in the assigned product line.
- E. **Roadmap Management:** Create and manage product roadmaps to align with the product strategy, working with Product Leaders to review and validate changes.
- F. **Market & Channel Support:** Provide market and solution information to support channel opportunities, customer support, deep-dive demos, and issue resolution, and assist Product Marketing in creating tools for ongoing sales channel enablement.
- G. **Financial Input:** Collaborate with Product Leaders to gather information for pricing models, schedules, and supplementals, ensuring financial targets (e.g., ROI, profit margin) are considered in the financial model.
- H. **Subject Matter Expertise:** Serve as SME for the products and features you are responsible for.

Education / Experience

- Bachelor's degree from an accredited university in a related business or technology field of study.
- Four years of relevant work experience
- Proficient in using AI technology tools.

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.