**Director of Product Management**

**Current Incumbent: Department: Industry Operations**

**Reports to SVP- Business Development Direct Reports: 3**

**Status: Full-Time, Exempt Indirect Reports: 2**

**Updated: April 2021 Eligible for Telework/CWW: Yes**

**Position Summary:**

The Director of Product Management (Industry Solutions) is responsible for developing short-term and long-term product strategies, providing thought leadership, and ensuring operational excellence for a suite of existing NAA products.  In partnership with internal and external stakeholders, this leader will help drive the products and programs that prepare NAA for the future. The Director identifies, evaluates and ranks business opportunities according to strategic priorities, member value, engagement analytics, and market research. This role will be the voice of the customer and must be responsive to the needs of all customers and industry partners.

**Principal Accountabilities:**

* Be the voice for the users, understand the challenges they are facing and their needs.
* Oversee operations of NAA’s flagship product, Click & Lease, as well as Click & Comply, NAAEI credentials, and other offerings.
* Develop KPIs, measures of success, and benchmarks to evaluate the effectiveness of NAA’s products.
* Build out and communicate a comprehensive set of customer personas for our team to better understand our customers and in turn, build compelling products and services.
* Make decisions on product life cycle to continuously evolve product lines, perform revenue/cost analysis, develop revision plans, analyze sales patterns, adjust pricing strategies and sunset products as appropriate.
* Drive product direction while balancing various stakeholder inputs with business strategy and constraints.
* Coordinate with NAA’s technology and digital teams to continuously improve our digital products and services based on each product’s roadmap.
* Understand competitive products and position NAA offerings effectively, articulating strengths and weaknesses relative to those products.
* Develop product pricing strategies in close partnership with NAA’s business development team.
* Be data-driven. Drive user research to improve our products continually.
* Create business cases for new products and features that drive growth and revenue-generating opportunities.
* Assist and educate other NAA teams to support products successfully.
* Generate innovative ideas and solutions to meet and exceed customer expectations while driving efficiencies and promoting differentiation in the marketplace.
* Act as a product evangelist to build awareness and understanding and represent the company with users and the builder community as a product expert.

## Competencies:

1. Expertise 5. Technical capacity
2. Communication proficiency 6. Cultural Awareness
3. Organizational skills 7. Relationship Management
4. Critical Evaluation 8. Ethical Practice

## Supervisory Responsibilities:

This position supervises a team up to 6-people.

## Travel:

The position requires travel to support core job functions and attend association events.

## Required Education and Experience:

* 6+ years of experience in product management and/or marketing, and related real-estate industry experience is a plus.
* Strong business acumen: ability to see the big picture and understand and solve business objectives and think and execute at both strategic and operational levels.
* Results-oriented with close attention to detail, multi-task, and meet deadlines in a dynamic, fast-paced team environment.
* Exceptional leadership, time management, facilitation, and organizational skills.
* Strong passion for product innovation and creating excellent user experiences.
* Demonstrated ability to work effectively with cross-functional teams and multiple stakeholders.
* Exceptional communication skills—verbal, written, and presentation.
* Demonstrated working knowledge of digital products.
* Ability to work effectively both independently and as part of a team.

## Physical Demands:

While performing the duties of the job, the employee is regularly required to sit, use hands to finger, handle or feel objects, tools, or controls; reach with hands and arms. The employee may occasionally lift up to 20 pounds.

## Work Environment:

Work is regularly performed in a professional office environment and routinely uses standard office equipment.

The physical demands and work environment described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## Signatures:

This job description has been approved by all levels of management:

Manager \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

HR \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Employees signature below constitutes employee’s understanding of the requirement, essential function, and duties of the position.

Employee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_