## **Specialist, Product**

## **Summary of Position:**

The Product Specialist is a member of the Industry Solutions Department, responsible for producing and selling the NAA’s Suite of Products, which includes NAA Click & Lease. The National Apartment Association (NAA) Click & Lease program provides NAA members with the opportunity to use web-based software to create, edit, manage, and execute apartment leasing forms using the official NAA state forms. The Product Specialist will monitor all aspects of a product lifecycle, including long-and short-term development and marketing.

## **Principal Accountabilities:**

* Develop a detailed operational familiarity and understanding of NAA forms, templates, provisions, and input fields that make up a residential lease contract, focusing on how customers use the forms in real-world practice.
* Take ownership of NAA forms library and knowledge base, with primary responsibility to understand and manage the state forms catalog, including versioning of forms, documenting the purpose of specific revisions and updates, as well as tracking and managing conflicts and consistency of form templates, provisions, and language by state.
* Provide guidance and direction to colleagues, customers, and state lawyers who may be unaware of how a proposed addition, revision, or removal of a provision in one form impacts or may be inconsistent with related state forms or maybe operationally impractical or impossible to implement by apartment firms.
* Answering all product-related questions and addressing queries promptly.
* Collaborate and strategize with the business and engineering teams.
* Perform product demonstrations for customers, staff, and other stakeholders.
* Schedule training sessions and attend meetings as required.
* Identify new market opportunities and relaying this information to the Manager and other relevant stakeholders.
* Make helpful product recommendations and suggestions to increase revenue.

## **Travel:**

Little to no travel is expected for this position. If any, travel would be local during the business day.

## **Required Education and Experience:**

* College degree or equivalent experience.
* Ability to memorize details like product specifications.
* Articulate and able to perform demonstrations that engage and inspire.
* Strong organization and project management skills; the ability to learn quickly; attention to detail; implementing and managing business processes and workflows; working quickly and accurately with spreadsheets and Word documents; and communicating effectively in a group environment with colleagues, customers, and outside service providers.
* A strong growth mindset and Deadline-driven

## **Preferred Education and Experience:**

* Bachelor’s degree in a relevant field
* 2-3 years experience in product/ project management.
* 1-2 years experience in property management
* Experience in membership-driven trade or professional association, or national non-profit organization
* Familiarity with Salesforce, Zendesk, Adobe Acrobat, Document Management Systems, and Microsoft Office products

## **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 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_