

Product Manager

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Company: Creativechaos

Location: , , Pakistan

Category: other-general

Job Summary:A Product Manager at Creative Chaos is an associate who is mainly responsible for leading the strategic development, marketing, and sales alignment of our new service line. This role will work closely with cross-functional teams, including engineering, design, marketing, sales, and SEO/SEM specialists, to deliver world-class solutions that solve real-world problems and delight our customers.

Duties and Responsibilities:

- 1. Product Strategy:** Develop and maintain a product roadmap aligned with the company's strategic goals and market demands.
- 2. Customer Research:** Conduct customer interviews, surveys, and data analysis to identify pain points and opportunities.
- 3. Requirements Gathering:** Collaborate with stakeholders to define clear and actionable product requirements.
- 4. Agile Development:** Work with the engineering team to prioritize and manage the product backlog in an agile framework.
- 5. Go-to-Market:** Develop and execute go-to-market strategies, including pricing, positioning, and launch plans.
- 6. Marketing Collateral:** Create or oversee the development of marketing materials such as product sheets, presentations, and case studies.
- 7. SEO/SEM Strategy:** Advise on and contribute to the development of SEO and SEM strategies to improve online visibility and customer acquisition.
- 8. Sales Alignment:** Work closely with the sales team to develop sales enablement tools and strategies.
- 9. Performance Metrics:** Track and analyze key performance indicators (KPIs) to measure product success and inform future iterations.
- 10. Stakeholder Communication:** Regularly update stakeholders on product development status, risks, and opportunities.
- 11. Competitive Analysis:** Keep abreast of market trends and competitor products to inform strategic decisions.

- Bachelor's degree in Computer Science, Business, or related field; MBA preferred.
- Minimum of 5 years

of experience in product management, preferably in a SaaS / Software environment.-
Strong technical acumen, with the ability to understand and discuss architectural concepts and trade-offs.- Proven track record of delivering successful products to market.- Exceptional communication and presentation skills.- Experience with agile methodologies and tools such as Jira or Asana.- Familiarity with SEO/SEM principles and tools.- Demonstrated ability to create effective marketing collateral. Skills Required:- Strategic Thinking- Customer-Centric Mindset- Data-Driven Decision Making- Excellent Communication- Technical Proficiency- Marketing and Sales Acumen- SEO/SEM Expertise- Leadership and Team Collaboration
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