

## Example Job Description: Product Associate

*Note: this is a generic job description for a Product Associate of a software scaleup. Additional specific requirements will be determined by the existing composition of your executive team, specific upcoming situations the candidate is likely to encounter, and the stage of your scaleup.*

We, [XYZ Company], are a high growth software scaleup. We are looking for a Chief Product Officer/Product Leader to join our executive team.

You are a passionate product leader with a strong work ethic, and persistent optimism. An intellectually curious problem solver, you are a low ego collaborative team member and a strong communicator. You are a respected leader and team builder, encouraging an outcomes-driven product culture. An organizational navigator, you build trusted relationships and partner successfully with executive team peers to drive value across the organization.

### RESPONSIBILITIES

Reporting to the CEO, you will:

- Develop and maintain a long-term product vision, strategy, and roadmap.
- Lead the product management team, while functioning as an engaged member of the senior leadership team.
- Work closely and collaboratively with marketing, sales, customer success, and development, and be heavily invested in their success.
- Identify and implement lean and agile product management principles and processes that engage customers, prospects, and other stakeholders.
- Set and achieve clear financial, usage, engagement, quality, and other measurable goals for the company.

### COMPETENCIES

#### **Experienced Product Leader and Mentor**

- Ability to guide and mentor a product team in the fundamentals of product management with a focus on market problems, product-market fit, lean and agile product management principles, product discovery, market analysis, customer segmentation, competitive intelligence, business case development, personas, user journey maps, design and user experience, requirements definition, roadmaps, prioritization, pricing and revenue models, product operations and data-driven decision-making, go-to-market strategies, product led growth, technical architecture implications, and agile development practices.

**User Experience Advocate**

- Ability to integrate modern user experience practices into the product development workflow to ensure superior UX is a differentiator in the company's portfolio.
- Ability to recognize customer needs across a variety of personas and verticals, then ensure they are reflected in a portfolio strategy.
- Drive improvement in NPS.

**Business Strategist with Knowledge of the Expansion Playbook**

- Translate business strategy & company vision into a financially oriented, customer-centric multi-year product strategy.
- Comfortable managing increased complexity of a portfolio of products
- Knowledge of expansion strategies including geographic expansion, portfolio expansion, R&D investment optimization, and others.
- Robust experience contextualizing a broad company vision against a product portfolio.
- Ability to identify and foresee value proposition gaps and create short- and long-term portfolio plans to address needs with clear, rational prioritization. Excited to translate product strategy into an inspiring vision which resonates across product, marketing, and sales.
- Knowledge of the industry and a strong customer advocate.

**Confident Board Presenter**

- Experience, executive voice, and clear point of view in the board room. Interact efficiently with board of directors.

**Cross Functional Leadership Beyond Product**

- Understand and communicate impact of product on other functions
- Ability to span product, sales, marketing, pricing & packaging, and technology with a mix of direct oversight and indirect influence. Experience managing either pricing and packaging or technology, and willingness/flexibility to adapt to and shape evolving role over time.
- Growth Architect. The company's continued growth will require a mix of strategic levers to pull from. The candidate should be fluent in deciding when to build in-house, when to look for M&A opportunities, or when to partner with 3rd parties.
- The candidate needs to understand the basis of valuation for a company in order to appeal to potential buyers.
- Business Oriented Decision Maker: Track record of communicating financial performance across a portfolio of products to a board of directors in terms of shareholder goals, investment, & company strategy. Has experience performing M&A tasks and partnership analysis that help round out the business strategy for growth and valuation.

**World Class Team Builder and Coach at Scale**

- Experience in product organization design.



- Ability to drive results and energy with distributed and remote team.
- Ability to build a nimble, collaborative, and results-driven product team culture.

### **Strong Technology Focus**

- Knowledge of architecture scaling, QA, customer testing, security, reliability, engineering excellence, and platform technology.

### **EDUCATION AND EXPERIENCE**

- 10+ years product management experience within a SaaS business, 5+ years in a leadership role.
- Bachelor's Degree in Business, Computer Science, Information Systems, Engineering or related field.