

Product manager job description

[Job Title: e.g., Senior Product Manager – Growth]

 **Note to hiring manager.** Use an industry-standard title that candidates are likely to search for. Indicate seniority clearly.

Location	Salary range	Employment type
[City, State / Remote / Hybrid]	[\$X0,000 – \$Y0,000 / year]	[Full-time / Contract]

About us

[Company name] is a [industry] company helping [describe your target customer – e.g., mid-market logistics teams, enterprise HR teams] to [core outcome you deliver]. We’re [stage: e.g., Series B / bootstrapped / publicly traded], [headcount] strong, and on a mission to [your mission in one sentence].

[Add 1–2 sentences about your culture, values, or what makes your team special. Be specific – candidates can spot generic boilerplate instantly.]

 **Note to hiring manager.** This is where you sell the company to the candidate. Mention real differentiators: funding, customer names, growth rate, or team culture.

What you’ll do

- Own the product roadmap for [product area], balancing long-term strategic bets with near-term customer and business needs.
- Lead discovery – interview customers, analyze usage data, and synthesize market signals to identify the highest-value problems to solve.

- Translate strategy into well-defined epics, user stories, and acceptance criteria that your engineering squad can execute against confidently.
- Define and track OKRs and success metrics for your product area; use data to make prioritization decisions and communicate progress to stakeholders.
- Partner with go-to-market teams – marketing, sales, and customer success – to ensure new features land effectively and drive adoption.
- Communicate product vision, roadmap, and progress to a wide range of stakeholders, including leadership, customers, and prospects.
- Champion the customer. Bring qualitative and quantitative insights into every product decision, and close the loop with customers after releases.

 **Note to hiring manager.** Add, remove, and bullets to reflect the specific responsibilities of your role. Aim for 6–8 bullets.

Explain why each responsibility matters, not just what it is. Candidates should feel excited about the impact, not just the tasks.

What we're looking for

Must-haves:

- [X]+ years of product management experience, ideally in a B2B SaaS environment.
- Demonstrated ability to ship products that drive measurable business outcomes – you have the receipts.
- Strong discovery instincts: you know how to get in front of customers, ask the right questions, and turn qualitative insight into actionable product decisions.
- Data fluency: comfortable working with product analytics tools (e.g., Mixpanel, Amplitude, Google Analytics) to evaluate product performance and guide prioritization.
- Experience working within an Agile development environment, partnering closely with engineering and design.
- Excellent written and verbal communication skills – you can distill complex problems into clear narratives for audiences ranging from engineers to executives.

- Strong stakeholder management skills: you can influence without authority and build alignment across functions.

Nice-to-haves:

- Experience with [specific product area, e.g., analytics, integrations, AI/ML features, billing, onboarding].
- Background in [relevant industry or customer segment, e.g., logistics, fintech, HR tech].
- Hands-on experience with Figma or similar tools to create wireframes and validate ideas with users.
- Experience leveraging LLMs or AI tooling to deliver user value – defining use cases, designing prompts/workflows, and measuring impact.
- Familiarity with PLG (product-led growth) principles and applying them to acquisition, activation, or expansion motions.
- [Add or remove as relevant. Nice-to-haves signal stretch, not exclusion.]

 **Note to hiring manager:** Splitting requirements into must-haves and nice-to-haves broadens your candidate pool and reduces the risk of strong candidates counting themselves out. Keep must-haves to 10 bullets or fewer.

What we offer

- Competitive salary of [\$X0,000–\$Y0,000] + [equity / bonus, if applicable].
- [Remote / hybrid / in-office] work environment with [flexibility details].
- Comprehensive health, dental, and vision benefits [or details specific to your plan].
- 401(k) [with company match – specify if applicable].
- Generous PTO policy and [company holidays / paid parental leave / etc.].
- Budget for learning and development – we invest in your growth.
- [Any other perks: home office stipend, wellness benefit, stock options, etc.]

 **Note to hiring manager.** Compensation transparency reduces back-and-forth and signals confidence. Check your state's pay transparency laws – several US states now require a salary range in job postings.

How we work

[Optional: include 3–5 sentences or bullet points about your team's way of working – e.g., your planning cadence, how PM and engineering collaborate, how decisions get made, or what the product culture looks like. This section helps candidates self-select for fit.]

- Example: We work in 6-week cycles inspired by Shape Up – big enough for meaningful work, short enough to stay focused.
 - Example: PMs own the problem space; engineers own the solution space. We collaborate closely and trust each other.
 - Example: We default to async communication and document decisions in Notion.
-

How to apply

If this sounds like the kind of work you'd find energizing, we'd love to hear from you.

[Describe what you'd like candidates to submit – e.g., a resume and a brief note on the most impactful product decision you've made.] We review applications on a rolling basis.

[Company name] is an equal opportunity employer. We believe diverse teams build better products. We welcome applicants of all backgrounds, identities, and experiences.

 **Note to hiring manager.** Asking for one specific example (rather than a cover letter) tends to surface more signal about how candidates think. Keep the application ask simple and respectful of their time.