State of Minnesota   Class Code: 003999   Bargaining Unit(s): 214
Classification Specification   Career Family: Planning/Research

Associate Product Management Specialist

I. KIND AND LEVEL OF WORK

The first of two individual contributor classifications in the Product Management series. Under limited supervision, an employee in this classification is responsible for developing products that represent the interests of the agency, stakeholders, technology partners and customers and ensures consistent implementation and usage across agency programs and divisions. As part of the end-to-end product development lifecycle, the incumbent must also anticipate future needs and develop the requirements for modifications to the product so that the user experience is improved, data quality is maintained, and innovative workflows that meet program needs are generated. At this level, an employee supports the creation and implementation of a product vision, roadmap and budget and assists in gaining support for the product.

II. DISTINGUISING CHARACTERISTICS

The Associate Product Management Specialist supports the creation and implementation of a product vision and assists in gaining support, whereas the Product Management Specialist has primary responsibility for creating the product vision and roadmap and ensures a shared understanding among the cross-functional team. While the Product Management Specialist communicates with those internal and external to the agency in order to advocate for the product priorities and achieve buy-in, the Associate Product Management Specialist is responsible for ensuring the product is understood and supported by all stakeholders through effective communication and technical guidance.

At the Associate Product Management Specialist level, the incumbent encounters a wide variety of situations and utilizes standard processes to address issues that arise throughout the product lifecycle but is principally focused on ensuring consistent implementation and usage, user experience and data quality. They follow a structured process to gather information, analyze data, collaborate with the cross-functional team, and help inform product decisions. In contrast, the Product Management Specialist has the freedom to determine how best to achieve the desired product end-state, taking into account the budget, customer needs, feedback and business value. At this level, the incumbent also gathers information and analyzes data, but they collaborate with all relevant stakeholders rather than just the product team and make informed decisions themselves, including designing and implementing new processes to resolve issues.

III. EXAMPLES OF WORK/DUTIES
(A position may not include all the work examples given, nor does the list include all that may be assigned.)

- Analyze new and existing business needs to determine scope, resources and requirements of the product. Envision new configurations, security needs and workflows to meet future requirements placed upon programs. Identify and recommend potential changes to improve the product.

- Lead integration of the product with new or existing systems/services. Ensure data is available and usable by internal and external customers.
- Develop governance structure for configuration, development and maintenance. Develop and maintain agency-wide reference and configuration tables, anticipating new tables needed to maintain program workflows and flexibility and ensuring conformance to regulatory standards, federal and state laws and security protocols.
- Compile and monitor outcome-based metrics and recommend adjustments to product priorities accordingly.
- Provide technical guidance and information, mentorship and training to staff on the role and capabilities of the product.
- Participate in cross-functional working groups and committees to represent the product and address shared concerns and opportunities.
- Collaborate in the design, development, delivery and maintenance of communication and change management plans regarding the product.

IV. KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:
- The agency's existing systems, applications, software and business processes to help define the technology architecture needs to support those processes.
- Product management, continuous improvement and change management principles, methodologies and best practices to increase customer understanding and create a better product.
- Different research and data collection techniques to recommend the appropriate method to collect the type of information needed.

Skill in:
- Listening to and leading users and customers to define their needs and finding solutions to meet those needs, soliciting input and feedback on suggested solutions.
- Communication to present information and ideas clearly and tactfully, train peers and managers on the key features of the system, and answer questions about potential future needs.

Ability to:
- Review and understand technical system documents to understand options available.
- Apply the appropriate tools to track and evaluate product performance and make appropriate adjustments.
- Build and maintain effective working relationships with a diverse group of professional, managerial, technical and non-technical staff, both internally and externally.

LICENSURE/CERTIFICATION/STATUTORY REFERENCES

N/A

SPECIAL WORK CONDITIONS

N/A

REFERENCES

Former title(s): Classification Title, MM/YYYY

REVISION HISTORY

Established 11/2025

Revised MM/YYYY