

Product Management Specialist

I. KIND AND LEVEL OF WORK

The second of two individual contributor classifications in the Product Management series. Under administrative direction, an employee in this classification is responsible for creating the product strategic vision, roadmap and budget and overseeing the evolution and end-to-end lifecycle of the product, including identifying and creating enhancements to the product to address customer needs and feedback and maximize value. The incumbent leads a cross-functional team to develop products with the highest customer impact and business value for the agency. They represent business needs and priorities and incorporate feedback from all stakeholders to guide continuous product improvement, ensuring results are monitored to meet key performance indicators and metrics that are relied upon for executive-level decision making.

II. DISTINGUISHING CHARACTERISTICS

The Product Management Specialist has primary responsibility for creating the product vision and roadmap and ensures a shared understanding among the cross-functional team that they lead. In contrast, the Associate Product Management Specialist supports the creation and implementation of a product vision and roadmap and assists in gaining support but is not typically responsible for creating the vision or leading the team. At the Product Management Specialist level, communication with those internal and external to the agency is to advocate for the product priorities and achieve buy-in, whereas the Associate Product Management Specialist ensures the product is understood and supported by all stakeholders through effective communication and technical guidance. While both levels encounter a wide variety of situations, the Associate Product Management Specialist generally uses standard processes to address issues that arise throughout the product lifecycle, whereas the Product Management Specialist has the freedom to determine how best to achieve the desired product end-state, including designing and implementing new processes to resolve issues.

The Product Management Director creates and directs the vision, roadmap and budget for multiple products or the entire product group and oversees a cross-functional, multi-agency team or multiple cross-functional teams within the product group. In contrast, the Product Management Specialist creates the product vision and roadmap for a singular product and ensures a shared understanding among the cross-functional team they lead. Although both levels encounter a wide variety of situations, the Product Management Director more routinely addresses challenges in product development and implementation including conflicting priorities and objectives. Additionally, the Product Management Director must consider multiple, competing product needs and outcomes and determine the best overall strategy to achieve objectives, whereas the Product Management Specialist determines how best to achieve the desired end-state for a product based on budget, customer needs, feedback and business value.

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.)

- Create and maintain a product vision, strategy and roadmap, as well as key performance indicators, ensuring all team members have a shared understanding of the product objectives, goals and metrics. Oversee the end-to-end product development lifecycle, including determining when to enhance or improve, maintain or retire the product.
- Lead the product team and develop work plans to ensure the product meets intended standards, timelines, and customer/stakeholder expectations.
- Represent users and customers in product meetings, articulating their wants and needs to help prioritize items and ensuring that their voice is at the center of product decisions.
- Provide data and recommendations regarding legislative proposals and funding requests to support executive-level decision making related to the product.
- Develop and implement standard operating procedures to ensure compliance with federal and state laws, regulatory standards, agency standards and security protocols.
- Participate in resource planning discussions with product leadership and senior management to advocate for the resources necessary for the product.
- Collaborate in the creation of workgroups with internal and external stakeholders to build consensus and identify opportunities, pain points or barriers in product offerings.

IV. KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

- Programs that the product operates in, including regulations and compliance requirements, market trends and customer needs, to effectively represent the product and resource needs to stakeholders.
- Product management, business process redesign, continuous improvement and change management principles, methodologies and best practices.
- Different research and data collection techniques to select the appropriate method to collect the type of information needed.

Skill in:

- Learning, understanding and implementing new technologies to improve product management, increase customer understanding and create a better product.
- Understanding and meeting user needs by translating feedback into actionable product enhancements.
- Guiding a cross-functional product team and driving a shared product vision to ensure the product's success.
- Project planning sufficient to establish goals and timetables, clarify mutual expectations and evaluate results.

Ability to:

- Translate agency needs, legislative/statutory requirements and customer preferences into the product and adapt to changing conditions and priorities.
- Interpret and leverage user research, user testing and data analytics to make and validate product decisions.

- Influence and gain buy-in from stakeholders, including customers, leadership, colleagues and team members, to reach consensus or compromise and achieve support for product initiatives.
- Build and maintain effective working relationships with a diverse group of professional, managerial, technical and non-technical staff, both internally and externally, to successfully communicate and obtain information critical to the development and improvement of the product.
- Evaluate effectiveness of current practices and recommend re-engineering when appropriate to ensure desired outcomes by using a variety of data collection and analytical methodologies.

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