

Product Management Director

I. KIND AND LEVEL OF WORK

The first of two managerial classifications in the Product Management series. Under administrative direction, an employee in this classification is responsible for creating and directing the product group strategic vision, roadmap and budget and overseeing the evolution and end-to-end lifecycle of multiple products within the product group, including identifying and planning enhancements to product group offerings to address customer needs and feedback and ensuring enhanced user experience and maximum value to internal and external customers. The incumbent oversees a cross-functional, multi-agency team or multiple cross-functional teams within the product group, aligning their work with the strategic plan. This classification develops and manages key performance indicators and metrics and collaborates with executive leadership to ensure product alignment with business needs and strategic priorities.

II. DISTINGUISHING CHARACTERISTICS

The Product Management Director creates and directs the product group strategic vision and oversees the evolution and end-to-end lifecycle of multiple products within the product group. An employee in this classification must integrate a broad product strategy agency-wide as well as across multiple products within the product group and multiple stakeholder groups with divergent needs and objectives. In contrast, the Product Management Director Senior is responsible for “big picture” planning in alignment with conflicting and competing objectives of dissimilar product groups across multiple agencies or throughout the enterprise. The Product Management Director Senior establishes partnerships across divisions, administrations and agencies to enhance the connections between program needs and product development, whereas the Product Management Director oversees cross-functional teams and ensures a shared understanding of the product group objectives, goals and metrics. The Product Management Director Senior not only oversees multiple product groups that are not similar to one another but has the authority to make strategic decisions about priorities and integration for products with difference objectives or focuses representing different functional areas, programs and leadership teams with competing concerns.

The Product Management Specialist creates the product vision and roadmap and ensures a shared understanding among the cross-functional team they lead, whereas 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. While both levels encounter a wide variety of situations, the Product Management Director more routinely addresses challenges in product development and implementation such as conflicting priorities and objectives. Additionally, though 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 as needed, the Product Management Director must consider multiple, competing product needs and outcomes across the product group and determine the best overall strategy to achieve desired objectives.

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 direct the product group vision, strategy and roadmap, as well as key performance indicators, ensuring all product team members in the product group are in alignment and have a shared understanding of the product group objectives, goals and metrics.
- Identify and plan strategic enhancements to the product group offerings. Oversee the end-to-end product development lifecycle, including syncing products in the product group with each other, ensuring alignment with agency product objectives, and promoting a consistent and easy to navigate user experience between all products in the product group.
- Administer and manage the product group's fiscal and human resources. Monitor resource usage and optimize allocations based on changes to priorities and the needs of the product group.
- Continuously assess and adjust product group priorities to align capacity and demand. Foster cross-product collaboration within the product group to minimize overlap and gaps.
- Direct the development, execution and monitoring of standard operating procedures to ensure compliance with federal and state laws, regulatory standards, agency standards and security protocols.
- Lead cross-functional and multi-agency working groups and committees to represent the product group and address shared concerns and opportunities. Lead or participate in executive-level resource planning discussions to secure the resources necessary for the product group.
- Execute the implementation of communication and change management plans regarding the products in the product group.

IV. KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

- Product management, product experience design and data analysis, business process redesign, continuous improvement and change management principles, methodologies and best practices.
- Data governance and management best practices.
- Laws, rules, regulations and compliance requirements that impact the product group and the programs within which the product group operates sufficient to provide technical expertise to team members and stakeholders.

Skill in:

- Determining resource needs and allocating resources based on capabilities and overall priorities.
- Analyzing data to find root causes of issues and breaking those issues down into manageable, actionable components.
- Driving alignment within the product group, identifying new features or improvements that align with customer needs and product group goals.
- Negotiation and conflict resolution, particularly when dealing with stakeholders and resource allocation.

- Establishing effective objectives and priorities, considering alternative courses of action, and continually adjusting to improve performance/outcomes.

Ability to:

- Develop and execute a comprehensive product group strategy that aligns with the agency product vision and goals as well as customer demands.
- Direct the differing needs and viewpoints of stakeholders into constructive problem-solving by communicating recommendations in a manner that results in agreement or acceptance.
- 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(s).
- Lead and motivate team members by fostering teamwork across functions, agencies or products within the product group sufficient to encourage constructive and productive working relationships across these areas.

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