

Product Management Director Senior

I. KIND AND LEVEL OF WORK

The second of two managerial classifications in the Product Management series. Under general direction, an employee in this classification is responsible for directing and implementing the vision and strategy for product development and integration initiatives across a diverse portfolio of products. The incumbent establishes partnerships with other divisions, administrations and agencies to establish strong connections between program needs and product development while balancing conflicting and competing objectives and priorities. At this level, the incumbent also determines and secures resources to accomplish initiatives and leads all activities of the division. This classification is the principal advisor regarding product initiatives and represents the division on the executive leadership team.

II. DISTINGUISHING CHARACTERISTICS

The Product Management Director Senior directs and implements the vision and strategy for product development initiatives across a diverse portfolio of products and leads all activities of the division. At this level, the incumbent is focused on “big picture” planning in alignment with conflicting and competing objectives of dissimilar product groups across multiple agencies or throughout the enterprise, as compared to the Product Management Director who must integrate a broad product strategy agency-wide and across multiple products within the product group and multiple stakeholder groups with divergent needs and objectives. The Product Management Director Senior establishes partnerships across divisions, administrations and agencies to enhance 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 Manager 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 different objectives or focuses representing different functional areas, programs and leadership teams with competing concerns.

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, implement and direct the division’s vision, strategy and goals to achieve product development and integration objectives. Ensure all product teams within the division have a shared understanding of the objectives, goals and metrics.
- Align products with the organization’s vision, mission and goals as well as customer needs, and measure the impact of success against key performance indicators. Identify and plan future product offerings in alignment with the strategic plan.
- Determine, secure and allocate human, financial and other resources for the division to accomplish product development and integration objectives.

- Direct evaluation and data analysis. Lead planning related to evaluation results and data-based decision making.
- Represent the division on the executive leadership team to inform the overall vision, strategy, priorities and outcomes of agency product groups. Develop collaborative relationships across divisions to reduce duplication of efforts and strengthen connections between agency program needs and product development.
- Lead and coordinate cross-division activities that promote business process redesign and program simplification including change impact analyses and change readiness assessments.
- Proactively identify issues that require legislative action and coordinate the development of plans, bill language and fiscal notes. Testify at legislative hearings as necessary.

IV. KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

- The legislative process including development of proposals, fiscal notes and talking points.
- Product management, data analysis, data governance and management, business process redesign, continuous improvement, strategic planning, and change management principles, methodologies and best practices.
- The agency's programs, mission, values and activities as well as the laws and regulations that govern its administration and management.

Skill in:

- Determining resource needs to develop and operationalize the division's strategy.
- Collecting and analyzing data and information, solving complex problems, and making decisions that lead to better product outcomes.
- Driving innovation and alignment across the agency, identifying enhancements that improve customer outcomes.
- Negotiation and conflict resolution, particularly when dealing with stakeholders and resource allocation.
- Analyzing trends, gathering customer feedback and collaborating with cross-functional product teams to maintain alignment with the product line and division strategy.

Ability to:

- Develop and execute a comprehensive division strategy that aligns with organizational goals and customer demands and can adapt to changing internal and external conditions and priorities.
- Translate agency needs, legislative and statutory requirements and user feedback into actionable solutions and product enhancements.
- Build and maintain effective working relationships with senior leadership, internal and external stakeholders, community organizations and user groups to ensure the product line is understood and supported by all stakeholders.
- Lead and develop cross-functional teams with careful attention to unique cultural and organizational needs.

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