



## JOB DESCRIPTION

**Position Title:** Senior Product Manager - danatech

**Department:** Science & Practice

**FLSA Status:** Exempt

**Reports to:** Senior Director of Practice, Content and Learning

**Supervises:** N/A

**Last Reviewed:** June 2021

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### Summary

The Association of Diabetes Care & Education Specialists (ADCES) is seeking an experienced product manager to develop and execute a strategy to deliver its diabetes technology website (danatech) and related resources, educational offerings, and product information to clinicians and stakeholders while aiming to increase market sector across healthcare industry.

### BASIC FUNCTION

The Product Manager is responsible for managing growth and expansion of danatech as a key strategic asset of the organization through planning, support and marketing. This includes collecting and prioritizing customer requirements, defining product vision, and leading implementation of the vision. Will work closely with multiple departments including Science and Practice to ensure evidence-based content and resource development. Will also partner with Marketing and Communications, Finance, and Corporate Development to ensure that revenue and customer satisfaction goals are met. Responsibilities also include aligning marketing and strategic communications plan for danatech with ADCES's overall goals and vision. The Product Manager will serve as a key partner with staff and leadership, identifying ways to use danatech to leverage technology and foster innovation. Will also pursue strategies aimed at transforming and supporting the care team's role in technology-enabled practice, and increasing general understanding of trends in healthcare and diabetes care and education.

The Product Manager will be responsible for developing plans and fostering outside partnerships. Will also be responsible for working directly with website primary vendor as needed.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Responsible for collaboratively defining strategy, road map, core positioning and messaging of danatech website.
- Will develop marketing requirements documents (MRDs) and product requirements documents (PRDs) with prioritized features and corresponding justification.
- Works directly with external partners, funders, and stakeholders to assess current and future partnerships.
- Provides danatech demonstrations to current and future customers.
- Develop overall budget and goals to ensure success.
- Will review analytics to gain understanding of user's current and future needs and deliver reports on use and overall user experience.
- Serve as key staff leader and owner of the danatech technology website, collaborating with ADCES staff and volunteers to drive the site's strategic direction, content and educational focus across its product, education, and resource pillars.
- Collaborates with subject matter experts (SME's) to ensure medical and scientific accuracy of diabetes, cardiometabolic related conditions, and related technology information on danatech website as it pertains to promotional materials, emails, videos, social media, etc.
- Works with SME's to assess and advise educational needs of Diabetes Care and Education Specialists and other members of the full care team related to diabetes and related cardiometabolic conditions technology.
- Will collaborate with the Learning Department in developing a short and long-term technology curricula strategy.

## **KNOWLEDGE, SKILLS AND ABILITIES**

- Requires ability to interface with all levels of staff and volunteers in an inspiring and motivational way. Ability to multitask under tight deadlines a must.
- Ability for dynamic and constructive/independent thinking.
- Experience in project management methodologies, with analytical and logical problem-solving skills.
- Solid communication and writing skills with ability to convey information and messaging effectively.
- Requires sound judgment and ability to improve efficiencies.
- A desire to develop innovative business solutions for effective outcomes.
- Leadership skills are essential, with ability to influence cross-functional teams.
- Ability to plan and organize on a strategic level including annual goal planning.
- Data analysis experience.

## **EXPERIENCE/EDUCATION**

- Bachelor's degree in related field required. Advanced degree such as MBA or MHA a plus.
- Candidate must possess 3-5+ years of product/program management experience, with demonstrated expertise in developing and leading strategic business plans.
- Experience with website technologies and working with external stakeholders and vendors.
- Ability to drive a marketing/communication plan and strategy.

- Previous experience in healthcare sector or associations preferred.
- Knowledge or/experience with diabetes technology a plus.

### **PHYSICAL DEMANDS**

Nature of work requires an ability to operate standard business office equipment. Requires ability to communicate and exchange information, collect, compile and prepare work documents, set-up and maintain work files. Requires flexibility for day and/or overnight travel by air and/or automobile as needed.

### **WORKING CONDITIONS**

Majority of work performed in a general office environment. Position requires availability for extended hours plus non-traditional hours required to perform job duties. May also require participation and attendance at organization sponsored events and meetings across the country.