

# Assistant Product Manager

(National Capital Reg - Makati City)

## Responsibilities:

The Assistant Product Manager directs marketing efforts toward developing markets and communities for EYP web services; responsible for revenue and profit goals attainment.

### Product Management

- Help conceptualize and implement product development and management plans.
- Builds and maintains strategic relationships with partners and customers
- Provides management information pertaining to products
- Internet Marketing

### Business Development

- Acquire and Manage website partners
- Create and implement online marketing strategies
- Promote OHSI's new media services as promotional venue

### EYP Maintenance

- Feature Articles update, editorial coordination

## Requirements:

### Skills:

- Excellent research, communication and presentation skills
- Excels in obtaining management and team support for projects
- Marketing and Business Savvy, can come up with:
  - o Business projections
  - o Competitive analyses
  - o Financial model
  - o Product pricing
- Excellent inter-personal skills
- Excellent product management skills
- Excellent research, communication and presentation skills
- Excels in obtaining management and team support for projects

### Requirements:

- Has been in product management/brand/market research from the IT-web-internet industry for at least 2 years
- Internet savvy