

**JOB DESCRIPTION:** Assistant Product Manager, COMTELL  
**REPORTS TO:** COMTELL Product Manager  
**TYPE:** Full Time  
**DATE UPDATED:** November 1, 2019

---

**JOB SUMMARY:** The COMTELL Assistant Product Manager will develop a deep understanding of the product features, its target audience, its market, and Urner Barry's organizational dynamics that support it. The product manager is the guardian of the quality of the product and its marketability.

The role holder will conduct primary market research and product concept testing with customers, generating product requirements, determining specifications, producing timetables, pricing, and time-integrated plans for product introduction. They work closely with sales and marketing to develop go to market strategy.

The role holder, along with the product manager, is responsible for the product roadmap. They will support product development by translating business needs to product solutions, and vice versa. Through direction from key business stakeholders, they will take responsibility for maximizing the value of the product through effective prioritization and curation of the requirements backlog, and the work of the software development team.

Urner Barry is part of the AgriBriefing group. The role is based in Urner Barry's Toms River, NJ office and frequent domestic and international travel should be expected to high profile client sites and large industry events in order to build your network and meet end users and decision makers.

---

**ESSENTIAL FUNCTIONS** (include, but not limited to):

Develop the Product Roadmap

- Understand customers' needs and desires by working closely with Sales, Account Managers, Reporters and Analyst teams and through direct customer interaction.
- Recommend the nature and scope of present and future product features by reviewing product specifications and requirements, assessing data availability, appraising new product ideas and product enhancements/extensions.
- Determine Minimum Marketable Product criteria.
- Assesses market competition by comparing our product to our competitors' products.

Assist the Product Manager in leading product development

- Bring new products to market by analyzing proposed product requirements and product development programs; preparing return-on-investment analyses; establishing time schedules with both internal and external stakeholders.
- Recommend product pricing by using market research data; understand and utilize margin levers and support Sales and Marketing with tactical price initiatives.
- Work closely with software development teams to clarify, estimate and prioritize software requirements.
- Acquire knowledge of existing technical and business processes and apply this knowledge to assigned tasks and projects.
- Apply Agile principals effectively in day to day activities.
- Present solutions/prototypes to stakeholders in design phases, collaborating with key stakeholders to define acceptance criteria.
- Lead or coordinate with third parties on a technical level.

Assist the Product Manager in managing the product lifecycle

- Monitor competitive activity and market trends to maintain continued viability of product.
- Continuously interact with customers and the Sales team to understand the need for product enhancements and/or feature retirement.
- Stay apprised of new technologies and data initiatives and recommend their integration into the product roadmap.

**QUALIFICATIONS:**

- Solid experience as an assistant or junior product manager of a B2B data or digital service
- Demonstrable experience and expertise with core MS Office modules (Excel, Word and PowerPoint)
- Demonstrable experience of using Agile methodologies (e.g. Scrum, Kanban, DSDM)
- Understanding of software development cycle
- UX skills – wireframing, prototyping, UX testing
- Excellent organization and communication skills
- Sound analytical skills
- Willing to learn and show enthusiasm for what we do
- A team player who can work in cross functional teams
- Ability to meet strict deadlines
- Self-motivated
- A current passport with no restrictions for worldwide travel
- Understanding of data integration models e.g. ESBs v APIs Preferred
- Knowledge of the agricultural/agribusiness market Preferred

**COMPENSATION:**

- Base salary.
  - Health, Life, Optical, Dental and Orthodontic Insurance, 401k, Profit Sharing
- 

**SUBMIT RESUME TO:** Human Resource Manager  
Urner Barry Publications  
P.O. Box 389  
Toms River, NJ 08754  
Fax: 732-341-0891  
E-mail [careers@urnerbarry.com](mailto:careers@urnerbarry.com)

E-Verify\* is a registered trademark of the U.S. Department of Homeland Security. Urner Barry uses E-Verify in its hiring practices to achieve a lawful workplace.