

# PMTK Role

## Descriptions -

### Guidelines V. 3.0



**Company Name:** <Enter company name.>

**Product Name:** <Enter product name.>

- Date: <Enter date.>
- Contact: <Enter your name.>
- Department: <Enter department name.>
- Location: <Enter location.>
- Email: <Enter email address.>
- Telephone: <Enter telephone number.>

Document Revision History:

Date	Revision	Revised By	Approved By
<Enter date.>	<Revision #.>	<Enter your name.>	<Enter name.>

# **Table of Contents**

- 1. INTRODUCTION.....3**
  - 1.1. DOCUMENT OBJECTIVE.....3
  - 1.2. TYPES OF EXPERTISE.....3
  - 1.3. EDUCATION AND MINDSET .....3
- 2. PRODUCT PLANNER ROLE DESCRIPTION .....4**
  - 2.1. SECTION OBJECTIVE.....4
  - 2.2. ROLE OVERVIEW.....4
  - 2.3. ROLE SKILL SET.....5
  - 2.4. ROLE OVERVIEW TABLE .....5
- 3. PRODUCT MARKETER ROLE DESCRIPTION .....6**
  - 3.1. SECTION OBJECTIVE.....6
  - 3.2. ROLE OVERVIEW.....6
  - 3.3. ROLE SKILL SET.....6
  - 3.4. ROLE OVERVIEW TABLE .....7
- 4. PRODUCT ARCHITECT ROLE DESCRIPTION.....7**
  - 4.1. SECTION OBJECTIVE.....7
  - 4.2. ROLE OVERVIEW.....7
  - 4.3. ROLE SKILL SET.....8
  - 4.4. ROLE OVERVIEW TABLE .....8
- 5. SALES ENGINEER ROLE DESCRIPTION.....9**
  - 5.1. SECTION OBJECTIVE.....9
  - 5.2. ROLE OVERVIEW.....9
  - 5.3. ROLE SKILL SET.....10
  - 5.4. ROLE OVERVIEW TABLE .....10
- 6. MARCOM MANAGER ROLE DESCRIPTION .....11**
  - 6.1. SECTION OBJECTIVE.....11
  - 6.2. ROLE OVERVIEW.....11
  - 6.3. ROLE SKILL SET.....11
  - 6.4. ROLE OVERVIEW TABLE .....12

## 1. Introduction

### 1.1. Document Objective

This document provides an outline of roles in product management that conform to the PMTK methodology, as described in the “*Blackblot Product Management Team Model*” and “*Blackblot Product Definition Team Model*”. The role descriptions in this document are presented in a manner that provides easy integration with the “*PMTK Job Description Template*”, which can be published and used for recruiting individuals for open positions in the company.

*<Comment: A “Job” is a workplace labor position, which is labeled with a work title and assigned to a particular person, that represents a collection of diverse duties, tasks, and obligations. A job description is in essence a documented statement of the terms and conditions of an employment opportunity.*

*A “Role” is an occupational activity with a focused set of tasks and a clear and definitive goal, which demands a specific level of expertise in order to be successfully accomplished. A role description is in essence a documented statement of the functionality that is to be performed.*

*One or more roles are commonly combined to create a job and thus the owner of a job can be assigned several roles. For example, the designation “Product Manager” is a generic job title and a loosely defined collective term that is used to describe a combination of roles. Accordingly, a job description is an aggregate of the prescribed employment conditions and the assigned role descriptions.*

*To create a job description, please see the “PMTK Job Description Template”. For more information regarding the Blackblot team models and related roles, please see the “Blackblot Product Management Team” and “Blackblot Product Definition Team” articles, which can be found at the [www.280group.com](http://www.280group.com) website.>*

### 1.2. Types of Expertise

The discipline of product management consists of several roles that require specific types of expertise. The following nomenclature is used to describe the types of expertise required for each product management role, as defined by the PMTK methodology.

“*Domain Expertise*” is knowledge in the technical and business aspects of the product, industry, market, and technology. “*Functional Expertise*” is the ability to use tools and execute techniques, processes, and tasks that create winning products. Each ‘*expertise type*’ (domain or functional) may have a specific ‘*expertise focus*’ (market, industry, product, or process). For example, a person can have domain expertise in the software industry (‘*expertise type*’) and be a market expert (‘*expertise focus*’).

### 1.3. Education and Mindset

In most cases, the person assuming a product management related role will have at the least an undergraduate degree level of education in a specific or related field to the product or market, or will have an equivalent number of years of work related

experience. The following nomenclature is used to describe the educational requirements required for each product management role as defined by the PMTK methodology.

- Undergraduate Degree – BS/BA degree in any subject.
- Graduate Degree – MS/MA/MBA degree in any subject.
- Technical Undergraduate Degree – BSC degree in a particular field of science such as mathematics, physics, computer science, or engineering.
- Technical Graduate Degree – MSC degree in a particular field of science such as mathematics, physics, computer science, or engineering.

It should also be noted that different roles usually favor different mindsets; with “*Mindset*” being a mental attitude that determines how people interpret and respond to situations.

## 2. Product Planner Role Description

### 2.1. Section Objective

This section describes the “*Product Planner*” role. The “*Product Planner*” has domain expertise in a particular market. “*Product Planning*” is a discipline that is focused on executing an ongoing process of identifying and articulating market requirements that define a product’s feature set.

### 2.2. Role Overview

“*Product Planner*” is a strategic role that is owned by a **market expert** who articulates the market problem and needs. The “*Product Planner*” researches the market, identifies the market opportunity, and articulates user and buyer needs in the form of market requirement statements.

The primary deliverable of the “*Product Planner*” is the “*Market Requirements Document*” (MRD), which reflects a complete, accurate, and true understanding of the market and its needs. Other supporting documents that might be prepared include product use cases, product roadmaps, and pricing models.

The prime goal of the “*Product Planner*” role is to create satisfied product buyers and users. This satisfaction level means contentment with the product’s ability to solve business or consumer problems (in a market) and meet their needs.

The “*Product Planner*” must be able to communicate well with both external and internal organizations. External to the company, the “*Product Planner*” communicates and works with customers to determine their problems and identify market requirements. Internally, the “*Product Planner*” communicates and works with organizational functions such as Engineering, Product Marketing, and Sales. The “*Product Planner*” also acts as a communication interface between the product management team and the product definition team.

### 2.3. **Role Skill Set**

The following set of skills, listed in alphabetical order, is essential to the “*Product Planner*” role:

- **Authoring Skills** – Able to articulate and document the customers’ market problem in a manner that encapsulates knowledge and represents a true understanding of the market and its needs.
- **Interpersonal Skills** – Able to build strong rapport and relationships with customers as to gain in-depth understanding of customers’ problems and needs.
- **Interview Skills** – Able to interview customers in order to comprehensively understand their market problem.
- **Language Skills** – Able to communicate, in written and verbal form, with diverse audiences, internal and external to the company, in a clear and comprehensible manner.
- **Methodological Skills** – Able to structure and craft market requirements using a formal and structured methodology.
- **Process Skills** – Able to implement and/or follow the product planning process component of the product delivery process.
- **Research Skills** – Able to perform market research, market analysis, and competitive intelligence studies.

### 2.4. **Role Overview Table**

The “*Role Overview Table*” provides the role’s general profile and a list of its key characteristics.

<b>Attributes/Role</b>	<b>“<i>Product Planner</i>”</b>
Alias	Product Manager.
Expertise Type	Domain expertise.
Expertise Focus	Market expert.
Essential Function	Identify and articulate market requirements.
Professional Goal	Satisfied product buyers and users.
Primary Deliverables	Market Requirements Document (MRD).
Support Deliverables	Roadmap, Pricing Model.
Internal Interfaces	Engineering, Product Marketing, Sales.
External Interfaces	Customers.
Education	Undergraduate degree (specific or diverse subjects).
Mindset	Formalized, deterministic.
Skill Set	<Comment: See the skills listed in the “ <i>Role Skill Set</i> ” section.>

<Comment: The “*Role Overview Table*” is by no means an unwavering recommendation or a precise depiction of neither the role nor the qualities the person assuming the role should possess, or must have in order to succeed at this role.>

### 3. Product Marketer Role Description

#### 3.1. Section Objective

This section describes the “*Product Marketer*” role. The “*Product Marketer*” has functional expertise in the discipline of product marketing. “*Product Marketing*” is a discipline that is focused on outbound activities aimed at generating product awareness, differentiation, and demand.

#### 3.2. Role Overview

“*Product Marketer*” is a strategic role that is owned by a **marketing expert** who analyzes product oriented market opportunities, formulates plans that evaluate those market opportunities, and then creates plans that guide the subsequent marketing efforts.

From a deliverables perspective, the “*Product Marketer*” drives the making of the product business case, and following approval writes the market plan. Other supporting documents that might be prepared include product positioning, competitive analysis, and value documents. The “*Product Marketer*” also assists and guides with the formulation of a product launch plan, provides content and selection to marketing collateral, and provides content to product press releases.

The “*Product Marketer*” is focused on enhancing the company’s competency in using marketing tools and executing techniques, processes and tasks that aim to generate awareness, differentiation and demand for the product.

The prime goal of the “*Product Marketer*” role is to have a satisfied sales force. The market environment, as created by the actions of the “*Product Marketer*”, leads to a very favorable situation where the market buys the product as opposed to the salespeople actively selling the product. Accordingly, the marketing actions initiated by the “*Product Marketer*” contribute to shorter sales cycles and higher sales revenue over a period of time.

The “*Product Marketer*” must be able to communicate well with both external and internal organizations. External to the company, the “*Product Marketer*” communicates and works with various vendors that provide the company with marketing tools and services. Internally, the “*Product Marketer*” communicates and works with organizational functions such as Sales, MarCom, and Corporate Marketing.

#### 3.3. Role Skill Set

The following set of skills, listed in alphabetical order, is essential to the “*Product Marketer*” role:

- Abstraction Skills – Able to comprehend and summarize conceptual ideas and notions that apply to the different stages of the product’s marketing lifecycle.
- Analytical Skills – Able to perform a risk-adjusted, cost-benefit analysis, and evaluation of market opportunities.
- Marketing Skills – Able to select and apply the right marketing tools to given market scenarios, and execute marketing techniques, processes, and tasks.

- Planning Skills – Able to develop and implement a product marketing process that generates awareness, differentiation, and demand for the product.
- Psycho-Social Skills – Able to understand, factor-in and consider the market's relevant emotions, beliefs, and behaviors; in the selection of marketing actions.

### 3.4. Role Overview Table

The “*Role Overview Table*” provides the role's general profile and a list of its key characteristics.

Attributes/Role	“ <i>Product Marketer</i> ”
Alias	Product Marketing Manager.
Expertise Type	Functional expertise.
Expertise Focus	Marketing expert.
Essential Function	Evaluate market opportunities and plan/guide marketing efforts.
Professional Goal	Satisfied sales force.
Primary Deliverables	Business Case, Market Plan.
Support Deliverables	Value Documents, Positioning Statements.
Internal Interfaces	Sales, MarCom, Corporate Marketing.
External Interfaces	Vendors of marketing tools and services.
Education	Graduate degree (BA, but often an MBA degree).
Mindset	Conceptual, probabilistic.
Skill Set	<Comment: See the skills listed in the “ <i>Role Skill Set</i> ” section.>

<Comment: The “*Role Overview Table*” is by no means an unwavering recommendation or a precise depiction of neither the role nor the qualities the person assuming the role should possess, or must have in order to succeed at this role.>

## 4. Product Architect Role Description

### 4.1. Section Objective

This section describes the “*Product Architect*” role. The “*Product Architect*” has domain expertise in a particular technology or product type, from an engineering perspective. “*Product Architecturing*” is a discipline that is focused on the formation, structure and design of a product.

### 4.2. Role Overview

“*Product Architect*” is a tactical role that is owned by a **product expert** who creates a high-level design for the product. The “*Product Architect*” understands the market opportunity, interprets market requirements, and is well-versed in technology and development processes. The “*Product Architect's*” main task is to devise a functional solution to the market problem according to the market requirements that are outlined in the “*Market Requirements Document*” (MRD).

The primary deliverable of the “*Product Architect*” is the “*Product Requirements Document*” (PRD), which is a high-level description of the functional solution, its intended use, and the set of features it provides that address the market problem

and satisfy needs. Through the PRD, the “*Product Architect*” articulates the product’s architectural vision and structure, and specifies the product’s components and interfaces which create the features that the market requirements prescribe. The “*Product Architect*” contributes to other supporting documents including the product’s feature matrix, roadmap, and technical specification documents.

The prime goal of the “*Product Architect*” role is to have satisfied product developers. This means that the product’s design and its architecture are compatible with the company’s current internal development processes and technologies. Consequently, the product’s design and its architecture conform to the development team’s competencies, schedule, and technical quality demands.

The “*Product Architect*” must be able to communicate well with both external and internal organizations. External to the company, the “*Product Architect*” communicates and works with contract development firms, technology partners and customers. Internally, the “*Product Architect*” communicates and works with organizational functions such as Engineering, Product Marketing, and Product Planning. The “*Product Architect*” also acts as a communication interface between the product planning team and the engineering team.

#### 4.3. **Role Skill Set**

The following set of skills, listed in alphabetical order, is essential to the “*Product Architect*” role:

- **Business Skills** – Able to comprehend the business context and market problem that drive the building of a product.
- **Conceptualization Skills** – Able to create product architecture, and evaluate and foresee the applicability of diverse architectural designs relative to the product.
- **Engineering Skills** – Able to advocate and relate to different product development methods and modeling techniques.
- **Leadership Skills** – Able to rally and gain backing from internal stakeholders in order to build organizational support for the proposed architecture.
- **Mentoring Skills** – Able to counsel teams and individuals to wholly understand and effectively implement the proposed architecture.
- **Technology Skills** – Able to understand in-depth, analyze and select current and emerging technologies that are pertinent to the product and company.
- **Visionary Skills** – Able to create and articulate architectural and technical visions for the product.

#### 4.4. **Role Overview Table**

The “*Role Overview Table*” provides the role’s general profile and a list of its key characteristics.

<b>Attributes/Role</b>	<b>“<i>Product Architect</i>”</b>
Alias	Requirements Engineer, Requirements Manager, Solution Architect, Business Analyst, Systems Analyst.
PMTK_Role_Descriptions_30.doc	Page 8 of 12 Pages
	Thursday, December 13, 2007

Attributes/Role	<b>“Product Architect”</b>
Expertise Type	Domain expertise.
Expertise Focus	Product expert.
Essential Function	Devise a functional solution.
Professional Goal	Satisfied product developers.
Primary Deliverables	Product Requirements Document (PRD).
Support Deliverables	Product Feature Matrix, Roadmap (contributory role).
Internal Interfaces	Engineering, Product Marketing, Product Planning.
External Interfaces	Contract development firms, technology partners, customers.
Education	Technical undergraduate degree (specific or diverse subjects).
mindset	Technical, formalized, deterministic.
Skill Set	<Comment: See the skills listed in the “Role Skill Set” section.>

<Comment: The “Role Overview Table” is by no means an unwavering recommendation or a precise depiction of neither the role nor the qualities the person assuming the role should possess, or must have in order to succeed at this role.>

## 5. Sales Engineer Role Description

### 5.1. Section Objective

This section describes the “Sales Engineer” role. The “Sales Engineer” has domain expertise in a particular technology or product type, from a sales perspective. “Sales Engineering” is a discipline that is focused on a consultative style of interaction with customers to help them realize the value and functionality of a product.

### 5.2. Role Overview

“Sales Engineer” is a tactical role that is owned by an **advocacy expert** who is primarily responsible for outbound product-centric activities, such as pre-sale support and product demonstrations. The “Sales Engineer”, relying on his/her technical skills, helps customers understand how the product delivers the necessary value and functionality that address the customers’ business or consumer problem. Another objective of the “Sales Engineer” is to provide critical input or feedback to the “Product Planner” regarding customer needs and problems. All this is accomplished via frequent on-site customer visits and public engagements at conferences and conventions.

The “Sales Engineer” understands the business context and the market problem relative to the product, is well-versed in the product’s internals and feature set, and is a consummate communicator.

From a deliverables perspective, the “Sales Engineer” drives the making of the company and product presentations, product demo scripts, and product review guides. Other supporting documents that might be prepared include win/loss analysis questionnaires and reports, and marketing collateral.

The prime goal of the “*Sales Engineer*” role is to ensure that customers have adequate knowledge of the value that a product holds and an understanding of its functionality.

The “*Sales Engineer*” must be able to communicate well with both external and internal organizations. External to the company, the “*Sales Engineer*” communicates and works with customers, reviewers, analysts, and journalists. Internally, the “*Sales Engineer*” communicates and works with organizational functions such as Engineering, Product Marketing and Product Planning.

*<Comment: Sales engineers often operate under titles such as product evangelist, technical evangelist, technical sales support, pre-sale engineer, outbound product manager, or technical product manager; yet regardless of the title they all perform a relatively similar set of tasks.>*

### 5.3. **Role Skill Set**

The following set of skills, listed in alphabetical order, is essential to the “*Sales Engineer*” role:

- **Business Skills** – Able to comprehend the business context and market problem that drive the building of a product.
- **Interpersonal Skills** – Able to build strong rapport and relationships with customers as to gain in-depth understanding of customers’ problems and needs.
- **Interview Skills** – Able to interview customers in order to comprehensively understand their market problem.
- **Language Skills** – Able to communicate, in written and verbal form, with diverse audiences, internal and external to the company, in a clear and comprehensible manner.
- **Technology Skills** – Able to understand the technologies incorporated in the product or used in its assembly or manufacturing.

### 5.4. **Role Overview Table**

The “*Role Overview Table*” provides the role’s general profile and a list of its key characteristics.

<b>Attributes/Role</b>	<b>“<i>Sales Engineer</i>”</b>
Alias	Product Evangelist, Technical Evangelist, Technical Sales Support, Pre-Sale Engineer, Outbound Product Manager, Technical Product Manager.
Expertise Type	Domain expertise.
Expertise Focus	Advocacy expert.
Essential Function	Outbound product-centric activities; i.e., pre-sale support and product demonstrations.
Professional Goal	Customer knowledge of product value and functionality.
Primary Deliverables	Company and product presentations, product demo scripts, product review guides.
Support Deliverables	Win/loss analysis questionnaires/ reports, marketing collateral.
Internal Interfaces	Engineering, Product Marketing, Product Planning.
PMTK_Role_Descriptions_30.doc	Page 10 of 12 Pages
	Thursday, December 13, 2007

Attributes/Role	<b><i>“Sales Engineer”</i></b>
External Interfaces	Customers, reviewers, analysts, journalists.
Education	Technical undergraduate degree (specific or diverse subjects).
mindset	Technical, formalized, deterministic.
Skill Set	<Comment: See the skills listed in the “Role Skill Set” section.>

<Comment: The “Role Overview Table” is by no means an unwavering recommendation or a precise depiction of neither the role nor the qualities the person assuming the role should possess, or must have in order to succeed at this role.>

## 6. MarCom Manager Role Description

### 6.1. Section Objective

This section describes the “*MarCom Manager*” role. The “*MarCom Manager*” has functional expertise in the discipline of marketing communications. “*Marketing Communications*” (MarCom) is a discipline that is focused on the application of a mix of media vehicles that support marketing objectives.

### 6.2. Role Overview

“*MarCom Manager*” is a tactical role that is owned by a **media expert** who is primarily responsible for creating interest and memorable presence through the conception and copywriting of all collateral material, advertising, direct response mail, web, and other types of communications media.

The “*MarCom Manager*”, relying on their language, creative and artistic skills, is primarily engaged in art direction of the company’s collateral documents and media deliverables. Other responsibilities include media placement and scheduling, campaign management and measurement, budgeting and budget tracking, and advertising management (conception, pricing, placement, and scheduling).

The prime goal of the “*MarCom Manager*” role is to ensure a consistent image and positioning in the target market, according to messages and directives provided by the “*Product Marketer*”.

The “*MarCom Manager*” must be able to communicate well with both external and internal organizations. External to the company, the “*MarCom Manager*” communicates and works with advertisement agencies, creative/design bureaus and production houses. Internally, the “*MarCom Manager*” communicates and works with organizational functions such as Sales, Product Marketing and Corporate Marketing.

### 6.3. Role Skill Set

The following set of skills, listed in alphabetical order, is essential to the “*MarCom Manager*” role:

- **Budgeting Skills** – Able to prepare and track a spending plan that will be used to fund the planned media activities.
- **Creative Skills** – Able to devise new forms of creative expression in the way of symbols, ideas and notions; in an original, novel, or unconventional way.
- **Cultural Skills** – Able to perceive and realize the manner in which to adapt and create content that is compatible with the target market's local customs, nuances, norms, and behaviors.
- **Language Skills** – Able to communicate, in both written and verbal form, with diverse audiences, internal and external to the company, in a clear and comprehensible manner.
- **Negotiation Skills** – Able to partake a leadership role in a process of searching for an agreement that satisfies all parties which have competing interests.
- **Project Management Skills** – Able to perform the overall planning and coordination of tasks, scheduling, and resource assignments aimed at producing a deliverable.

#### 6.4. **Role Overview Table**

The “*Role Overview Table*” provides the role's general profile and a list of its key characteristics.

<b>Attributes/Role</b>	<b>“MarCom Manager”</b>
Alias	Market Communications Manager.
Expertise Type	Functional expertise.
Expertise Focus	Media expert.
Essential Function	Conception and copywriting of all collateral material.
Professional Goal	Consistent image and positioning in the target market.
Primary Deliverables	Art direction of collateral and media deliverables.
Support Deliverables	Media placement and scheduling, campaign management and measurement, budgeting, budget tracking, advertising management.
Internal Interfaces	Sales, Product Marketing, Corporate Marketing.
External Interfaces	Advertisement agencies, creative/design bureaus, production houses.
Education	Undergraduate degree (specific or diverse subjects).
Mindset	Artistic, imaginative, creative.
Skill Set	<i>&lt;Comment: See the skills listed in the “Role Skill Set” section.&gt;</i>

*<Comment: The “Role Overview Table” is by no means an unwavering recommendation or a precise depiction of neither the role nor the qualities the person assuming the role should possess, or must have in order to succeed at this role.>*