

# Intern Product Management

## Responsibilities

### **Product management**

- Helping to Manage the entire product line life cycle from strategic planning to tactical activities
- Helping product manager to the Specify the market requirements for current and future products by conducting market research supported by on-going visits to customers and non-customers.
- Helping product manager to driving a solution set across development teams (primarily Development/Engineering, and Marketing Communications) through market requirements, product contract, and positioning.
- Helping product manager to develop and to implement a company-wide go-to-market plan, working with all departments to execute.
- Analyzing potential partner relationships for the product.

### **Client Retention**

- Present new products and services to the banks or business channels and enhance existing relationships.
- Work with product development team and other internal colleagues to meet customer needs.
- Contribute to the production of product requirements.

### **Business Development Planning**

- Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends.
- Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales or market share.
- Using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators.

**Personality Required:**

- Someone that enjoys team working and office environment
- Have good communication skills
- Marketing analysis skills
- Self-Motivated
- Finisher

**Degree Required:**

- MBA or MSc with concentration on product management and marketing