

PRODUCT MANAGER

The product manager will analyse the market, develops a vision or goal for a specific product and will have to work with several departments to bring the product to fruition.

Product managers will also have to make sure that everything is on schedule to launch at a certain time. In esports, a product manager may be required to look after a specific league, event or other initiative. At an organisation, they may be required to work on new apps and products such as PC accessories or merchandise, and other initiatives with sponsors and partners.



SKILLS NEEDED

- Sales
- Problem Solving
- Communication
- Resilience
- Organisation
- Dynamic



HOURS

In terms of typical hours, it depends on what is being worked on. Activity can ramp up around a particular event or product launch, and you may be required to be around during this, then once it's over, product management may alter to more of a 9 to 5 role. But it varies and you may need to put in extra hours where necessary, especially with a deadline around the corner.



SALARY

At the top-end, you could see figures of £60-70,000 and beyond, for example at huge game publishers. Junior roles may be closer to £20-25,000.