

SSAPP19 Product Manager

1. Job role

TCF sub-sector	Apparel
Functional area	Merchandise Planning and Buying
Job role	SSAPP19 Product Manager
Job role description	Manages apparel product ranges across the merchandise planning and buying function. The Product Manager is responsible for developing product strategies, managing seasonal product assortments and coordinating sourcing, pricing and range performance. The role works closely with design, sourcing, marketing and retail teams to ensure products meet market demand, brand positioning and commercial performance objectives.
Performance expectations	• Develop and manage seasonal apparel product ranges • Analyse sales data and market trends to inform product decisions • Coordinate product development with design and sourcing teams • Manage product pricing, margins and profitability targets • Ensure product assortments align with brand strategy and customer demand • Monitor product performance and adjust range plans where required • Coordinate product launches and seasonal range transitions • Maintain accurate product and merchandising documentation
Specialisation	Apparel product range management, merchandise planning, buying and product lifecycle management within fashion retail and apparel brands.
Application in other TCF sectors	• Footwear product range management • Textile product development and merchandising • Uniform and workwear product programs • Outdoor and technical apparel product ranges • Retail product category management across fashion sectors

2. Key tasks and critical work functions

Key tasks	• Plan seasonal apparel product assortments and ranges • Analyse sales data and market trends • Develop product briefs and range strategies • Coordinate product development and sourcing activities • Manage product pricing and margin targets • Monitor product sales performance and lifecycle • Collaborate with marketing and retail teams on launches • Maintain product range planning documentation
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Critical work functions	• Ensuring product ranges align with market demand • Maintaining profitability and margin performance • Balancing product assortment across categories • Supporting brand positioning through product selection • Ensuring product availability for retail and online channels • Monitoring product lifecycle and range performance
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3. Technical skills

Merchandise planning	Develop seasonal assortment plans and range structures.
Product lifecycle management	Manage products from concept through retail sale.
Sales data analysis	Analyse retail performance and product demand.
Pricing strategy	Set pricing structures and margin targets.
Range planning systems	Use merchandising and retail planning software.
Product briefing	Develop product briefs for design and sourcing teams.
Supply chain coordination	Coordinate with sourcing and production teams.
Retail channel understanding	Understand retail and e-commerce product performance.

4. Generic Skills

Commercial awareness	Understand retail market dynamics and product profitability.
Analytical thinking	Interpret sales data and customer trends.
Communication	Coordinate with cross-functional product teams.
Strategic thinking	Develop long-term product range strategies.
Decision making	Select product assortments based on data and brand direction.
Organisation	Manage seasonal planning timelines and documentation.

5. Emerging skills

Emerging skills	• Data-driven merchandise planning using advanced analytics • Integration of digital retail and e-commerce product planning • Sustainable product range development and responsible sourcing • AI-supported demand forecasting tools • Digital product lifecycle management platforms
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6. VET Qualifications and Skill Sets

Entry-level preparation	MST40222 Certificate IV in Apparel and Fashion
Advanced development	MST60122 Advanced Diploma of Apparel, Fashion and Textiles or equivalent

7. Job progression

Possible job progression	Assistant Buyer / Merchandise Planner → Product Manager → Senior Product Manager → Head of Merchandise / Buying Director
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8. Classification

Australian Qualifications Framework	AQF Level 4-6
Australian Bureau of Statistics (ABS) Skill Levels	Skill Level 1-2 - Retail / Merchandise Manager
Open Source Classification of Occupations for Australia (OSCA)	Product Manager - Apparel Merchandising



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