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# Example of Equity Product Manager Job Description

Our company is hiring for an equity product manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for equity product manager

* Develop campaigns to raise product awareness and adoption
* Develop and drive use of consistent messaging in marketing collateral, web content and sales materials
* Coordinate production of thought leadership that aligns with core messaging
* Develop and analyze quarterly competitive analysis reports and revisit marketing strategy
* Identify target markets with highest likelihood of product adoption success
* Maintain product content in marketing collateral and on websites
* Participate in product development committees and task forces
* Distribution of content (e.g., white papers, marketing materials) across mediums
* Coordination of external communication updates in conjunction with product management
* Feedback loop from client-facing partners regarding product concerns, challenges, opportunities

## Qualifications for equity product manager

* Conference logistics management
* A minimum of 5 years industry experience, preferably with a focus on product management or marketing
* Experience in the equity asset class, including active, smart beta and index strategies
* Experience distilling investment philosophy and strategy into marketing materials
* Experience with creating and analyzing eVestment reports
* Experience in developing content for video production