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# Example of Portfolio Marketing Manager Job Description

Our company is growing rapidly and is looking to fill the role of portfolio marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for portfolio marketing manager

* Understand market landscape across the regions to identify the right product portfolio, ensuring long term profitable growth
* Partner with BD and R&D to evaluate new breakthrough technologies, companies and business opportunities Develop a cross-portfolio business model, integrating products and identifying across overall portfolio including Exactamix devices and disposables, nutrition ingredients and multichamber bags
* Engage with franchise functional leads (R&D, Regulatory, Clinical, Manufacturing, Government Affairs, Finance, Quality ) to ensure timely execution
* Analyze competitive market landscape including insights from industry reports and databases, reporting on a regular basis, anticipating players moves and preparing defense plans as needed
* Consolidate marketing collateral and coordinate training material across products/geographies
* Providing performance-based forecasts and reporting against these goals
* Prepares sales training and selling aids, literature and brochures and catalogue displays along with advertising or similar materials
* Create, own and execute (hands on) the GGS service line marketing plan and support the Trust service line (where the GGS service line sits) as a whole
* Product Market Activation – plan the launch of new products and releases, and manage the cross-functional implementation of the plan
* Develop, lead and execute all product training for customer facing individuals

## Qualifications for portfolio marketing manager

* Willing to travel 10% (Global Conference, industry/trade events (as required)
* Able to communicate verbally and in writing
* Bachelor's degree in a quantitative discipline such as finance, economics, statistics, engineering, or mathematics
* 7-10 years of related experience within marketing, finance or risk analysis
* Hands-on programming skills to synthesize large volumes of data
* Bachelor degree in business, engineering, or marketing