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# Example of Portfolio Marketing Manager Job Description

Our company is growing rapidly and is hiring for a portfolio marketing 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 portfolio marketing manager

* Create product communications and newsletters for customers
* Develop case studies across the entire product portfolio using various media formats
* Work with the brand team to ensure a consistent and market leading brand for our portfolio and systems
* Provide a detailed weekly pipeline of marketing activity
* Maintain relationships with corporate, and ensure all policies procedures and guidelines are adhered to
* Liaise with commercial teams to ensure all product pricing is market aligned and EBITDA profitable
* Determine and manage marketing activity for your area within budget
* Define the key performance indicators to show the business their Return on Marketing Investment (ROMI)
* Participating in strategic planning for the entire solution team
* Developing and managing end-to-end solution marketing for our Revenue Cycle Management solutions, which include software products, consulting, and outsourced services

## Qualifications for portfolio marketing manager

* Strong relationship-building, problem-solving and strategy skills
* Ability to successfully drive projects with minimal guidance and present to senior management
* Demonstrated 3+ years of digital marketing, training and/or data analysis experience in a marketing role
* Language skills should include fluency in English
* Strong capabilities using MS Office, digital communication
* Knowledge and experience in the IT market and IT competitive landscape in Europe is preferred