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# Example of Portfolio Marketing Manager Job Description

Our company is looking for a portfolio marketing manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for portfolio marketing manager

* Manage the portfolio budget with focus on expense optimization and identification of operational efficiencies
* Develop and gain acceptance of the current and future state of services product portfolio
* Leverage market intelligence data and analytics to make informed decisions regarding products and services including customer targeting and effectiveness of services products and packages
* Develop value propositions and positioning to execute on the marketing strategy for our current and new Services product portfolio and packages by collaborating with Digital Engagement, Professional Education, Market Economics/Access and Product Branding
* Drive marketing innovation to support strategic priorities of services portfolio ensuring go-to-market alignment with internal organizations
* Provide Governance over new opportunities and test effectiveness against current services portfolio, creating strong business cases for new product opportunities
* Identify marketing specifications to support new product development and commercialization
* Track services product lifecycles for competitive trends, forecast and commercial rollout
* Use analytics to drive customer awareness and adoption of services products
* Generate and distribute reports to management as necessary

## Qualifications for portfolio marketing manager

* Proposes & manages the budget/priorities and needed resources for the assigned cost center
* Provides strategic and portfolio management support to LAN/LAS
* Direct future portfolio development and investments
* Coordinator between 5 year Strategic plan and short term implementation consistency
* Technical (field trials ) and Branding experience
* Record of successful management of people/processes/ territory