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# Example of Portfolio Marketing Job Description

Our company is hiring for a portfolio marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for portfolio marketing

* Conduct research and analysis into the operational marketing activities that define the propositions/products in the marketing process, the development of new or existing products and/or propositions through the appropriate use of channels and/or management of the marketing campaigns / marketing communications activity through development to launch, delivery and evaluation
* Understand and influence the development of the BTGS portfolio centrally with strong knowledge of the specific requirements of the portfolio in region
* Take ownership of and resolve product issues
* Engage in strategic planning with solutions portfolios leads to understand and augment business objectives
* Map capabilities to customer needs and portfolio fit to drive solution requirements and development
* Research and develop solution-specific industry business plans including market sizing, addressable market opportunity, win/loss analysis, customer requirements and competitive positioning
* Work with business units leads, partners’ product management/engineering and innovation teams to guide the development of industry-specific solutions, technologies and demos
* Develop customer value propositions, based on customer challenges and desired business outcomes
* Establish an in-depth understanding of customer and prospect requirements within the organization
* Provide direction and strategic content, including collateral, white papers, customer presentations, use case studies and ROI models

## Qualifications for portfolio marketing

* Works towards simplifying the complex
* Self-starter and hands on with a bias for action
* Ability to assess market trends, customer needs and competitive intelligence data
* Power user of Excel & PowerPoint, experienced in developing financial models and ability to synthesize broad set of inputs and data sources
* Excellent presenter and communication skills
* Bachelor's degree required in marketing, healthcare or finance related disciplines with five years of work experience