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# Example of Product Marketing Director Job Description

Our innovative and growing company is looking to fill the role of product marketing director. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for product marketing director

* Partner with business planning on business models for new solutions in Tier 1 migrations
* Collaboration with Solutions Marketing—You will enable FlashBlade solutions marketers create industry vertical and use-case oriented solution messaging and content that builds upon core FlashBlade product messaging and content
* Collaboration with Marketing Communications—You will work with analyst relations, press relations, and customer advocacy to participate in creation of specific messages for analyst and media briefings, product evaluations, and public case studies
* Demand Generation—You will work closely with the Demand Gen, Events, and Field Marketing teams who are responsible for lead generation campaigns and go-to- market events and programs to ensure that all of the marketing collateral at these campaigns, programs and events is consistent in overall branding, message and details
* Collaboration with Product Management and Engineering—You will work closely with product management, solutions architecture and engineering teams to translate the technical vision into marketing communications as new products are introduced
* Competitive Strategy—You will track and monitor the competitive landscape and ensure that the company collateral and website accurately reflects the latest, differentiated product positioning.]
* Sales/Field Support—You will create sales collateral and train sales teams on messaging and positioning
* Thought Leadership—You will write blogs, tweets, and engage in all aspects of social marketing to promote thought leadership and brand
* Public Speaking—You will represent the company in small and large public speaking events in your area of expertise
* 10+ years of experience in product marketing, solutions marketing, and/or product management with a focus on storage, including the application of flash within storage

## Qualifications for product marketing director

* Ability to travel domestically and internationally up to 30% participate in telephone calls outside of typical working hours
* Minimum 10 years of progressive product marketing experience required
* Minimum 3 years leading people and teams
* Product, marketing, and sales experience/knowledge required
* Strategic understanding of major appliance business/durable products preferred
* Leadership skill set with the ability to lead high performing, multi-functional teams to achieve overall initiative goals and strategy