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# Example of Regional Product Marketing Manager Job Description

Our company is searching for experienced candidates for the position of regional product 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 regional product marketing manager

* Creation of regional SCSE product strategy for HAV/EVE categories with respect of each country/market` specifics
* Model selection for Central and Eastern European region
* Involvement in European product planning activity to ensure
* Creation of guidelines to local Sales and BA/MarCom teams in terms of ranging, product placement, product communication and shop front condition
* Permanent price positioning and special pricing guideline for each relevant country
* Demand planning and forecast consolidation and aggregation at Sony Central and Southeast region level
* Close communication with Pan-European Product Marketing (PPM) teams (reporting, sales and ranging analysis) and with Eastern and Central European rep offices on various relevant topics
* QTY and NS budget creation for each relevant country
* To drive relevant Advertising & Promotional activities and control the allocated budget
* Participate in product launch pre-calls, follow up with Platform Product Management and Regional Sales Management to identify gaps and potential remedies, escalate critical issues as appropriate

## Qualifications for regional product marketing manager

* Actively Participate in Product Promotional Activities and Customer Seminars
* Ability to leverage global contend and create appropriate regional content (documentation, presentations) for the region
* Self-starter with a strong track record of success
* Strong project management expertise preferred and the ability to exercise informal leadership across matrix teams
* Bachelor of Degree in Marketing, Science, Business, Computer Science or its equivalent
* Experience in software marketing required, SaaS product management or marketing experience a plus