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# Example of Senior Product Marketing Manager Job Description

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

* Collaborate with the sales enablement team to ensure all Product Marketing output is delivered through effective channels and is accompanied by tools and/or training as appropriate
* Work with Field Marketing, Supply Chain, Key Markets and Finance to effectively forecast demand, profit margins, and Average Selling Price
* The ability to distill complex business and technology strategies to compelling messaging across various marketing materials for a variety of audiences
* Collaborating across industry and product management to deliver market-ready solutions designed to inform and drive corporate market and field activities
* Defining solution positioning and messaging, including identification of client and prospect needs, and competitive differentiators
* Defining solution campaign strategy, and creating compelling content to create awareness and drive leads
* Create content
* Direct a comprehensive product strategy from product conception and definition through end of life working closely with multiple product management teams
* Own the go to market strategy, packaging, and pricing
* Conduct user, market, and competitive research to better understand and evangelize market trends and apply key learnings to new initiatives

## Qualifications for senior product marketing manager

* Adept at resolving issues amidst ambiguity and complexity
* Tenacity and an unwavering drive toward action & results in fast-paced and fluid culture
* The candidate should be familiar with database technologies
* Having an ability to influence “up” AND cross-functionally to peers
* Understand total market, addressable market and obtainable markets for strategic integration initiatives
* Minimum of 7 years of experience in engineer program management or technical product management