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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. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for senior product marketing manager

* Field readiness, preparing the sales teams and regional team with enough advance notice, information, and resources to both launch and sustain marketing plans against specific business goals
* 5+ years of experience in product marketing, product management or technical evangelism
* Develop a brand-new Windows IoT Partner Model Program focusing on ISV and Middleware providers by identifying the program strategy, key partners, marketing investments and business outcomes
* Develops customer and prospect use-cases and associated usability plans
* Collaborates with cross-functional teams across Marketing, Support, Product, and Engineering to both support their needs and seize opportunities for increasing subscriptions and lifetime value
* Develop and execute Product Marketing go-to-market in line with web performance business plan
* Creating a marketing mix that drives business results
* Produce marketing collateral to drive the GTM strategy and support the holistic car sale process
* Feed market validation studies by developing market insights and customer pain points in conjunction with market research
* Track consumer feedback through online and customer service channels to drive continuous improvement and new services

## Qualifications for senior product marketing manager

* Create advocacy amongst MSDN subscribers through valuable benefits, tools and relevant relationship marketing
* B.A./B.S marketing or business related field or Computer Science / Comp
* Experience and a track record of success in product marketing or product management is essential
* A minimum of 7 years of IT marketing experience
* Strong understanding of data management and storage technologies/concepts
* Understanding of different storage technologies and their value to different segments