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# Example of Solution Marketing Job Description

Our company is hiring for a solution marketing. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for solution marketing

* Secure management of efficient creation, storing and finding marketing content
* Identify and create stories and content for Solutions addressing customers´ pain-points and/or growth opportunities
* Ensure efficiency in work cross-PA/BL/SA´s and enable BU collaboration within Narratives to leverage Group strengths
* Work in close alignment with Product Marketing and Industry Marketing as relevant
* Support buy-in on marketing priorities with relevant Sales, & Sales Support functions
* Create a Solutions marketing and launch plan, including Hero Launches, for addressed segments
* Lead marketing of selected solutions by creating value argumentation and supporting proof points (incl
* Support development of material that generates interest for both in the market and for customer
* Analyze competition and develop a strategic marketing plan / differentiation strategy to gain lead over competitors anticipated actions for solutions
* Identify & develop Pioneering Client cases in collaboration with Industry Marketing

## Qualifications for solution marketing

* Strong technically to be able to translate messages into customer business value
* Sales oriented marketing leader who can roll up their sleeves to get things done
* Creative, intelligent, self-confident, team player
* Computing experience (cloud, virtualization, security, etc)
* Establish and evangelize thought leadership, by acting as SME and spokesperson to internal staff, key customers, analysts, and press
* Responsible for handling of demos in collaboration with Product Marketing