



# Example of Assistant Product Manager Job Description

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Our company is growing rapidly and is looking to fill the role of assistant product manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for assistant product manager

- Produce monthly sales analysis reports to evaluate retailer, brand and product performance
- Assist in approving marketing materials (packaging development, product information booklets, signage )
- Work closely with external vendors and suppliers to ensure on-time execution of marketing programs
- Perform competitive analysis including market trends
- Assist in preparation of customer line reviews and presentations
- Liaise with PR agency to provide marketing material and assist with product requests
- Aid in the development and execution of marketing plans and promotional materials to drive brand growth
- Analyze effectiveness of communication plan and make recommendations for improvement
- Process brand invoices, ensuring on time entry and payments
- Support day to day tasks

## Qualifications for assistant product manager

- Must be able to think quickly to resolve various issues
- 4-10 years in product Marketing function in the similar industry
- Bachelor or above in Life Science, or a related discipline

- Excellent in English (written and spoken), Cantonese is a MUST
- Candidate with less experience may be considered for appointment as Senior Product Executive