



Example of Global Product Marketing Job Description

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Our company is growing rapidly and is looking to fill the role of global product marketing. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for global product marketing

- Develop global product marketing strategy in collaboration with Product Development and Creative
- Drive the strategy for of three year product planning
- Execute the overall brand product architecture
- Spearhead product to market
- Partner with Product Development and ELC Legal Teams on claims strategies on ongoing basis
- Information on programs and ensure all 360 marketing tools echoes the product marketing strategy
- Prepare presentation of marketing plans to Regions / Affiliates / Retailers on ongoing basis
- Track and analyze product launches
- Define the set of growth programs they intend to execute of the planning period and in the current year as related to Asia GHC customers
- Develop and execute go to market plan (portfolio, brand, key accounts, channel,) for Asia product lines

Qualifications for global product marketing

- Develop profit improvement plans utilizing price, mix, and load for all applicable assets
- Work with cross functional individuals/teams to secure and grow business with major strategic customers, potential value chain partners, Identify

- 2+ years of business operations, strategic sourcing, and/or marketing experience
- Must have demonstrated leadership and program management in managing complex, cross-functional projects to timely implementation
- Must have demonstrated experience in change management at the executive level