



Example of Global Product Marketing Job Description

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Our innovative and growing company is looking for a global product marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for global product marketing

- Own the development of value propositions, core content, marketing, and go-to-market strategies for global selling solutions
- Craft and develop compelling audience-specific messages and tools (product videos, customer success stories, whitepapers, presentations, how to guides)
- Own and curate website content
- Work with product management team to distill key functionality and benefits into core product marketing messages
- Develop and launch Seller success program (Seller testimonials, case studies, video case studies) including strategy, process, and on-going execution
- Manage external consultants and vendors to deliver on-time and on-budget
- Working with Region Product/Service Marketing to perform installed base analysis in order to define programs needed to improve customer loyalty, share of wallet and retention
- Developing inputs to support business case for NPI/NSI (incl
- Interviewing professional societies and advocacy groups to identify and select KOL's for thought leadership and awareness building
- A strong, global network with key stakeholders in the Education ecosystem

Qualifications for global product marketing

- Willingness and ability to travel across the US & globally up to 25% each month

- We can rely on your fluency in Business German and English and you convince us as being a highly efficient organizer who can manage multiple projects simultaneously and timely
- Exceptional computer skills (MS Project, Excel, PowerPoint) and familiarity with managing web-based applications
- Bachelor's degree in marketing, business, communications, or relevant field of study such as computer science
- 5+ years B2B marketing