



# Example of Global Product Marketing Job Description

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Our company is looking for a global product marketing. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for global product marketing

- Provide International and affiliates with timely information on all calendarized programs
- Direct and support overall business initiatives and strategic planning including discontinuation analysis, management of excess inventory, pricing analysis
- Develop and manage collateral for new product launches including training materials, in store signage, direct mail pieces
- Prepare materials for presentation of marketing plans to all affiliates and Retailers when applicable, Sales Meetings, Regional Roundtables
- Develop and implement the annual marketing plan in collaboration with key stakeholders to ensure alignment across the BU and sales organization
- Provide input for 5-Year Strategic Plan, with emphasis on external assessment, segmentation and targeting
- Lead the team process of developing business, segment, and product value propositions
- Develop foundational business positioning and messaging when working with Communications and External Affairs
- Guide business brand and trademark strategy
- Market sizing – determine reference/addressable markets, and growth rates for ingredients, applications, regions

## Qualifications for global product marketing

- 3+ years retention marketing experience
- Extensive (10+ years) professional experience across pharma/biotech and

- Specialty experience required
- Rheumatology experience is desirable
- Effective influencing and collaborating--demonstrated ability to participate in, lead, multidisciplinary teams and drive efficient decisions to accomplish business goals
- Strong understanding of drug development