



Example of Market Product Manager Job Description

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Our growing company is searching for experienced candidates for the position of market product manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for market product manager

- Strategic planning and management for the full product line Books&eBooks SLP, both Education and Clinical Reference
- Responsible for proposing innovative ideas that support goals and have a basis in sound insights
- Work with external agencies to support creative and research needs
- Work with internal architects, SMEs and operations to understand capabilities, constraints and requirements
- Execute and oversee all aspects of the product lifecycle process including writing business requirements, ensuring the delivery of creative/artifacts from vendors, managing project timelines, representing the business in both Architecture and QA sessions when necessary, partnering with Servicing to ensure education of new features to agents, and monitoring all site updates post-launch
- Defines and supports the creative direction for new products and enhancements to existing products/services which better meet targeted customers' needs
- Develops marketing strategies as assigned, including product direction, advertising, packaging, pricing, expense budgets, profit plans and future product development to manage a product or product category's life cycle
- Helps launch new products and software feature releases, including web content and collateral development, launch campaigns and promotions, sales force education, internal operations and supply chain readiness, and tracking of results

industry news by collaborating with US Sales and regional marketing managers

- Lead sales training and support sales collateral generation

Qualifications for market product manager

- Desire and capacity to serve as the knowledge expert on new product strategies and objectives, including the priority services/solutions being focused on for growth
- Ability to collaborate with business unit and industry vertical Strategic Market Managers and MDS Team members to identify significant cross-business unit, industry vertical and market segment marketing opportunities and develop strategies to capitalize on them
- Desire and capability to keep abreast of marketplace issues, industry and solution decision maker insights, competitive threats and opportunities, and shift marketing plans so the client(s) and the Firm can lead our competition - - or at least gain a competitive advantage
- Experience in professional services and/or consulting/business advisory services marketing with extensive experience in product support strongly preferred
- Strong cross-functional relationship management and collaboration skills
- Demonstrated experience in working effectively with internal, shared, and firm-wide marketing functions to drive execution of strategies and tactics