



Example of Marketing Product Manager Job Description

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

Responsibilities for marketing product manager

- Developing product launch plans – communications for new features and campaigns
- Managing the cross-functional implementation of the product launch plan
- Effectively research the competitive landscape and deliver findings and recommendations
- Contribute to other Marketing initiatives as necessary
- Maintain, manage and track the eBooks marketing budget
- Deliver an effective communication plan to build profile and engagement in both external and internal stakeholder groups
- Market eBooks internally to colleagues to ensure the products remain a priority in their respective activities
- Required to undergo international and domestic travel when required
- Work with Audience, Insight & Analytics to clearly identify target audiences and their needs that The Times and Sunday Times is best placed to meet through existing or new products and services
- Be responsible for pricing and positioning of brand extensions within the overall TNL product suite

Qualifications for marketing product manager

- Able to define, develop and execute effective marketing plans and strategies through the identification of client/customer needs and through the

- Able to establish and maintain effective key business relationships with internal clients and external contacts
- Strong Microsoft Office skills, especially use of MS Word, PowerPoint and Excel
- Role requires participation in frequent oral discussions and frequent preparation of written communications, such as letters and e-mail messages both inside and outside the company
- Self-motivated, working effectively in the development and production of schedules
- Demonstrated experience in technology related roles in areas directly relevant to the responsibilities described above