



Example of Marketing Product Manager Job Description

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Our innovative and growing company is looking for a marketing product manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for marketing product manager

- Plan and manage fully integrated product launches
- Create product and theme-based content for global campaigns
- Establish positive relationships with industry analysts and build compelling content for analyst briefings and inquiry calls
- Work with regional public relations teams on press release content and briefing materials
- Product spokesperson for analyst briefings, press briefings, industry events, customer webcasts, tradeshow
- Work with the product managers to define necessary product/service improvements and new areas for innovation
- Vertical industry positioning and content
- Role/persona content
- Vertical segmentation
- Competitive analysis and differentiation

Qualifications for marketing product manager

- A minimum of 3 years in the luxury or fashion sector, with a strong operational background in either marketing and communications or merchandising
- Inherent team spirit and the ability to forge meaningful relationships across multiple departments and functions

- Thorough understanding of media planning, consumer management, and omni-channel retail
- Ability to combine analytical analysis with creative and nuanced marketing strategies
- Comfortable working in a fast-paced and dynamic work environment, which demands both quick thinking and strong attention to detail