



# Example of Marketing Product Manager Job Description

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Our innovative and growing company is looking to fill the role of marketing product manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for marketing product manager

- Ensure highest quality product user experience is embedded throughout new product development
- Regularly update and consolidate competitive activity
- Recommend and develop, with support of other key division departments, plans and projects for the development and introduction of innovative Toro branded new/improved products and services
- Initiate market and/or customer research activities to understand customer requirements, market needs, measure Toro market share and test new products and services
- Be the primary advocate for the customer / end user
- Establish and maintain an effective method to determine customer satisfaction on new and/or current products and ensure timely corrective actions occur where appropriate
- Develop short and long-term product pricing and promotional strategies and recommend specific fiscal year whole goods/accessory pricing and merchandising strategies
- Track market reaction/acceptance and effectiveness of marketing programs, policies and recommend timely actions or changes
- Assure the timely and effective introduction/merchandising of new and current products
- Prepare and launch of marketing guides, key customer proposals, bulletins, literature and other communications regarding product, promotion,

## Qualifications for marketing product manager

- Ability to collaborate, lead and work in a fast-paced matrixed organization
- Highly creative with a proven ability to develop and manage engaging and original content through different channels
- At least 2-5 years of Product Marketing experience
- Product Marketing experience at national brands and startups
- Experience working closely with product managers
- Exposure to product strategy, design and development principles and processes