



Example of Marketing Product Specialist Job Description

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Our innovative and growing company is looking for a marketing product specialist. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for marketing product specialist

- Collaborate with marketing team on website design and content and work with Marketing Communications department to implement updates
- Leads operating rhythm with the segment product management team to ensure execution of marketing plans (collecting VOC – research, advisory boards, concept testing)
- Engagement of customers and the business leveraging key tools such as situational analysis, sales & marketing plans, the POL process, EVE tools, the pricing quote tool, marcom resources, effective product launch kits
- Supports the production of marketing plans and budgets
- Act as project manager to update and create new marketing collateral including detail aids, brochures, digital sales tools, , ensuring all collateral aligns and reinforces product key messaging and positioning
- Plan and coordinate events, both large and small scale, to include HCPs, sales, marketing, R and D and others throughout the year
- Monitor other Marketing Communication project status and literature inventory levels
- Closely cooperate with interdisciplinary product launch team
- Communicate the value proposition of assigned product lines to sales and dealer personnel
- Contribute to training development for sales and dealer personnel

- Market Requirements gathering and documentation /Product launch / collateral material development experience preferred
- Manage initial development and ongoing updates for the "Product and Brand Playbook"
- Collaborate with Brand Manager and General Manager on role of products within long term strategic global brand territories defined by Central AG team
- Strong project management and coordination skills are required
- Experience working with Agency relationships
- Passion for automotive and automotive technologies