



Example of Marketing Product Specialist Job Description

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

Responsibilities for marketing product specialist

- Provides insight into key product features, writes product marketing brief and prepares comprehensive product content outlines and supports all marketing and promotion activities to ensure accurate representation of product content and strategy
- Assist manager and other team members on other marketing projects as needed
- Keep up to date on new marketing tactics
- Collaborate with product, marketing, or training team to help prepare training material/ customer materials
- Develop and drive adoption of inbound marketing best practice across our Global Network
- Craft digital media recommendations supported by rigorous research and data and work with digital marketing managers in the Network to have these adopted
- Nurture a test and learn culture in digital marketing through A/B testing and data-led decision making
- Partner with digital marketing and web development agencies to ensure that projects are delivered on time, to the brief and with measurable results that prove return on investment
- Manage performance marketing campaigns (PPC) for directly managed web sites and mobile apps
- Leads product marketing support of campaign launch activities for assigned

Qualifications for marketing product specialist

- Good technical language skills in Latvian and English
- Bachelors Degree in Communications, Advertising or Marketing related fields
- 1-3 years work experience in sales, marketing, public relations, mass communications or related field
- Knowledge and experience with print and electronic marketing communications environments
- Bachelor's degree in marketing, engineering or technology is required
- Technical background in video security, data base systems, API restful services, IoT, capability to keep up new technology and trends