



Example of Marketing Product Specialist Job Description

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Our company is looking to fill the role of 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

- Work closely with Product Marketing teams to release and publish content to support product marketing activities
- Assist with execution of the marketing plan and strategy, including the development and production of all sales and marketing tools, communications, activities and events, on time and within budget
- Work on content that supports messaging and positioning for marketing and communications, thought leadership and go-to-market strategy
- Align messages with corporate marketing themes and corporate brand tone/voice, update existing content as needed
- Draft, publish and maintain digital marketing – blogs, email, social media
- Utilize marketing analytics and content audits to identify opportunities for content optimization
- Assist with execution on the outbound innovative marketing activities for the products
- Provide creative vision, direction, and leadership together with the Senior Marketing Manager to develop high-impact, integrated campaigns that contribute to business growth
- Help and support crafting the messaging and positioning for products in collaboration with the Senior Marketing Manager
- Provide support in development and implementation of market research plans

- Identifies and understands the customer's needs
- Technical background, preferably from electrical business
- Norwegian and English, good written and verbal
- Position requires a specific knowledge of centrifugal compressors and their applications
- MBA or Master's degree in a related field strongly preferred
- Independent, self-starter and motivated