



## Example of Marketing Product Specialist Job Description

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Our company is growing rapidly and 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

- Create and update sales/marketing presentation materials as needed for insurance asset management and alternatives products
- Build and maintain relationships with different internal groups, of all levels, including sales/marketing, client service, management, legal, performance, and creative services teams
- Responsible for driving details of marketing plans
- Participates in developing marketing materials for Sales presentations to customers, Original Equipment Manufacturers (OEM's), Distributors
- Works with Digital Marketing group to maintain distributed information on various internal and external web sites
- Manage contractors and development of creative content, product and marketing documentation, promotional materials, and programs
- Aids in developing key documentation and collateral such as brochures, graphics, and animations to support marketing launch and sustaining activities
- Implements and tracks marketing programs by collecting, analyzing, and reporting market data for assigned plans
- Attends marketing association events to maintain awareness of industrial product and service requirements and new fields of market pursuit
- Educates internal teams and external agency partners on product features

- Goal oriented with a desire to complete multiple projects and can handle the small details at the same time considering long term objectives
- Basic computer skills and user level knowledge of Microsoft application
- Knowledge of ERP and CRM systems along with other web development systems
- Candidates can expect travel ranging up to 25%, some of it international
- Bachelor's Degree in Marketing, Business or equivalent is required
- Ability to lead and report on all assignments is necessary