



Example of Portfolio Marketing Job Description

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Our growing company is looking to fill the role of portfolio marketing. 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 portfolio marketing

- Represent the marketing strategy team in relationship with the campaign teams by helping to align the strategic priorities with relevant marketing activities as events, digital campaigns
 - Create self-contained product demonstration and training videos, interactive product/technology/company presentations to be used on the Aspera website and as sales or training support collateral
 - Report on results of marketing initiatives
 - Source or develop assets to support marketing initiatives including thought leadership pieces, business whitepapers, presentations, infographics, webcasts, to be used by field marketing teams, global marketing teams, strategic audience programs and partner marketing
 - Supervise and mentor a team of product marketing individuals
 - Perform pipeline management and Root Cause Analysis and define actions to address pipeline gaps
 - Develop a broad range of customer communications to reinforce the value of the Slate product
 - Serve as key source of knowledge of the therapeutic area, the product(s), the competition and the factors that may change the market in the future
 - Work collaboratively with in house and outsource partners to research market needs and opportunities
 - Lead and develop market, business and marketing strategies and plans
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- Experience working with luxury brands (Fashion, Beauty, Etc)
- Understanding of the creative process and terminology and be able to coherently provide feedback
- Strong project management skills & ability to navigate a complex network of cross-functional teams
- Strong experience with Microsoft Office – Must be able to build clear, coherent presentations that not only tell a story but look both professional and in-line with the brand
- Partner across the marketing, Offering Management and sales ecosystem to continuously optimize execution to achieve desired business results
- Define the solution architecture and marketing message related to key business solutions/use cases, working with cross functional teams across sales, cross brand marketing, communications, channels and offering management