

Example of Product Expert Job Description

Powered by www.VelvetJobs.com

Our company is growing rapidly and is looking to fill the role of product expert. 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 product expert

- Drive the planning and execution of an integrated and prioritized plan across countries, Market Units within LAC
- Work closely with the local team (sales and marketing) to develop a comprehensive marketing plan that aligns with the focus and objectives of the Global SMB Marketing Team to ultimately raise brand awareness and drive leads that deliver meaningful revenue
- Ensure alignment of programs, goals and measurement approach between sales and marketing for all programs
- Work closely with stakeholders and partners to prioritize and identify market-specific value propositions, develop go to market messages, campaigns and related execution plans
- Coordinate the localization and contextualize global SMB campaigns for LAC
- Ensure accurate and timely measurement related to campaign performance, message resonance and business goals (MGOs, conversion rates and revenues)
- Coordinate with local teams the engagement with partners to design effective joint campaigns to drive marketing performance with measurable KPI
- Coordinate the Partner Enablement and recruitment activities to maximize success in prioritized countries/ Market Units
- Continuously and aggressively seek innovative platforms/plans to reach and engage our target audiences to drive demand and ultimately revenues within

- Represent Quality Assurance in the transfer and launch of new products and technologies

Qualifications for product expert

- Must be able to travel to client sites as a BPM/BOT expert, when required
- Experience in delivering application consulting with a focus on business modelling and implementing Microsoft Dynamics AX 2012, AX7 and/or Dynamics 365 for Operations
- This may require some overseas travel
- You have experience helping users solve product issues and driving product or process improvements
- You have strong communication skills with the ability to work with both technical and non-technical audiences
- You are able to leverage product specific tools to diagnose issues and differentiate between a bug, a feature request, and a user misunderstanding