



# Example of Product Manager, Marketing Job Description

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Our company is hiring for a product manager, 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 product manager, marketing

- Manage the overall retail budget, additional requests & approvals
- Support the product planning cycle with customer, partner and field insights
- Support business planning in defining business models and monetization strategies
- Responsible for the successful GTM external launch of all assigned Card Services products
- Work closely with sales and AE communities to ensure market readiness to sell products by GA date
- Provide leadership to direct reports in the execution of marketing plans and long and short term goals
- Own Project customer community and our social channels, deliver customer evidence - case studies, videos
- Drive the fastest deployment of Windows ever through campaign and program execution locally with Education segment and partners
- Land the value proposition Windows and new features/benefits with Education customers and partners through public evidence, selling motions
- Establish Windows 10 as being the most secure and productive platform

## Qualifications for product manager, marketing

- BA/BS in marketing, a world language, English, or other relevant field

- Experience with product training and presentations to external customers and sales teams
- High degree of familiarity with social media platforms, running and analyzing PPC campaigns and analyzing competitive landscape
- The ability to manage multiple projects and to work in a fast-paced, deadline-driven environment
- Proficiency in a world language is preferred