



Example of Product Manager, Marketing Job Description

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Our growing company is searching for experienced candidates for the position of product manager, marketing. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for product manager, marketing

- Listen to and develop a deep understanding of consumers
- Manage production of inbound and outbound assets supporting Technology Solutions offerings, including thought leadership content
- Responsible for overall business performance and strategy with a goal to drive profitable business growth in broad market
- Understand market requirements to make the right portfolio choices
- Create, keep and update a healthy list of creative backlog ideas
- Lead competitive bench-marking initiatives for the portfolio
- Develop and execute strategic plans for promotions and channel support based on market indicators, internal initiatives and programs
- Collaborate with Market Research team to address Market & Customer insights needed and best means of gathering the information
- Identify growth opportunities through coordinating Voice of the Customer studies, market analysis, customer needs assessments and competitive analysis
- Be an active participant in the NPD PDP

Qualifications for product manager, marketing

- Experience building marketing related forecasts and plans to support a product line or segment
- Experienced content creator

- Capacity and desire to balance priorities and shift gears between strategic and tactical activities to support the business
- 7+ years experience within the digital marketing technology industry
- Experience with enterprise marketing software