



Example of Product Manager, Marketing Job Description

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Our growing company is looking to fill the role of product manager, marketing. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for product manager, marketing

- Craft product line messaging and value propositions
- Create go-to-market programs for new market segments and geographies
- Lead global cross-functional launch and release marketing initiatives
- Create campaigns to communicate tailored messages to specific audiences
- Create and maintain a library of sales tools, such as case studies and competitive materials
- Define the product strategy and roadmap in a strategic and innovative manner
- Draft and deliver Creative Brief that represents the department's wants and needs for the product, service or campaign
- Run point on all sales support initiatives and content related to assigned product category
- Work hand-in-hand with sales and sales leadership to define content initiatives and shape our right to win messaging into compelling tools and materials
- Drive the competitive research strategy and execution including compiling, analyzing and distilling competitive information to the sales organization on an on-going basis

Qualifications for product manager, marketing

- Stoked
- Bachelor's in Engineering or related degree required

electronic, or cabling markets

- Candidate **MUST** possess a demonstrated ability to make business tradeoffs collaborate successfully with influence in a complex environment
- Candidate must be skilled in Microsoft Office PowerPoint, Excel, and Word
- Candidate should be prepared to work with a globally & regionally dispersed team