



Example of Product Marketing Manager Job Description

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Our company is looking to fill the role of product marketing manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for product marketing manager

- Align sales tools and the ideal sales process to the typical buying process
- Enable sales team by providing presentations and sales materials
- Develop and roll out customer and sales channel promotional programs and provide reporting to management
- Develop company presentations and marketing materials
- Hardware marketing
- Work closely and collaboratively with Product Management to understand technical details of our solutions, and create product marketing plans, including market segmentation and positioning for Silver Spring Networks solutions
- Continually seek input from Sales on effectiveness of existing materials and areas where new materials are needed
- Develop and implement marketing brand plans including
- Support Sales
- Help sales team with RFP

Qualifications for product marketing manager

- Successful track record leading product, solution, or industry marketing initiatives
- Knowledge of existing and planned markets and market-related initiatives

- Experience with online monitoring and measurement platforms, including Facebook Insights, YouTube Insights, Sprinklr, Google Analytics, HootSuite, TweetDeck, Simply Measured, and more, is a big plus
- 3+ years of product marketing or relevant experience
- Bachelor's in business, marketing or communications
- A willingness to champion for the best possible user experience