



Example of Product Marketing Manager Job Description

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Our growing company is searching for experienced candidates for the position of product marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for product marketing manager

- Work with sales, product management, corporate marketing and other cross-functional teams to drive market awareness, market leadership, and customer satisfaction
- Partner closely with sales management to understand sales process and priorities and build field enablement tools and programs to meet revenue goals
- Partner with sales leaders to communicate our value proposition
- Conduct competitive analysis to determine service offer features & pricing strategy, including key processes and resources
- Develop and maintain consistent communication and relationships with key extended teams including regional Services teams, Services Delivery, Corporate Marketing and PC hardware product teams
- Interlock with stakeholders to address gaps in services delivery and sales processes
- Own messaging and the creation of high impact marketing tools including product videos, collateral, whitepapers, web content, competitive analysis
- Work closely with regional solutions marketing teams on program strategy and content creation for customer webcasts, field events, conferences, and trade shows
- Measure business impact of marketing programs
- Be the expert on Rescue buyers, their journey, and buying criteria and understand the competition inside and out

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- Can provide examples of written marketing materials such as white papers, or product briefs
 - This role is based in Redmond, with limited travel
 - Strong project management skills and experience working successfully with cross-functional teams, outside vendors
 - Develop product marketing channel strategies across hardware products through distributors and direct to a breadth group of partners
 - Manage Marketing budgets for each product
 - You should have a track record of working with internal partners to execute on your strategies with passion, precision and excellence