



# Example of Product Marketing Manager Job Description

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Our company is hiring for a 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

- Contributes to, and facilitate effective communication of customer persona to internal stakeholders including, Segment Planning, Enterprise Communications, Field Marketing, Pricing, Product Management, Sales and Customer Experience
- Work closely with Product Management, Sales, and Segment Planning to understand SWOTs, sales history analysis, and other research based on market opportunity
- Create and own product messaging and marketing plans for Mobile App Management and Mobile Clients
- Drive product marketing efforts such as defining and implementing a customer communications strategy
- Evangelize products to worldwide sales, channel and at various industry events
- Conceive and develop innovative marketing programs that drive global demand
- Serves as the marketing expert in both print and Ebook product unit's suite of products
- Create and maintains tools and resources that communicate the value proposition of the products and enable members of the sales and customer experience organizations to effectively sell and support products
- Market, customer and competitive analysis
- Responsible for the measurement, analysis, positioning, and promotion of our product line

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- Minimum of 3-5 years of technology product marketing experience, with a preference for cloud services
  - Experience in sales, consulting, or customer support is a plus
  - Ability to adopt and learn new systems, analytics tools
  - This position is based in Redmond, WA and may require occasional travel
  - 3+ years of Content/Brand/Product Marketing experience
  - Bachelor's degree from an accredited university, preferably in Business, Marketing, Economics or Journalism