



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. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for product marketing manager

- Gather feedback from sales and sales enablement on a regular basis to constantly improve support programs
- Own sales enablement projects from conception to execution, including budget and timeline management
- Create written content to educate sales team and advance deals such as competitive battlecards, playbooks, fact sheets, product collateral, and custom work
- Field, prioritize and deliver ad hoc content and support requests from sales team
- Lead cross-functional marketing initiatives to employ best demonstrated practices across the company that improve retention and other key metrics
- Team with product managers and the rest of the product marketing team to stay ahead of need for communication and iteration of existing material, and to ensure overall effective go to market strategy
- Measure and communicate the impact of all product marketing efforts
- Analyze buying behavior through qualitative and quantitative research methods
- Determine content adoption metrics and measure effectiveness of content throughout the funnel including pipeline conversion/velocity & win/loss rates
- On an ongoing basis as new products and features are released, design, launch and optimize campaigns to drive adoption and engagement of new

Qualifications for product marketing manager

- Broad technology awareness with an understanding of basic wireless and networking concepts
- Experience with nationwide campaigns, communications and go-to-market initiatives
- Applied user insights, research and testing to marketing strategy
- Worked extensively with product, creative, sales, legal, finance, operations, customer service and quality assurance teams
- Pragmatic Marketing Certification (PMC)
- 5-8 years in technology product marketing