



# Example of Product Marketing Specialist Job Description

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Our company is looking for a product marketing specialist. 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 specialist

- Ensure that appropriate personnel are aware of market conditions
- Integrate inputs to develop distinctive product plans with outstanding financial outcomes
- Work with Product and channel teams to Design VOC
- Establish/maintain a project management framework in line with strategic objectives
- Facilitate creative process with Agency from inception through development
- Collaborate with Advocacy, Pricing, as-needed to develop and support lifecycle campaigns
- Drives the development of the Commercial Launch and Sales Readiness Strategies and Plans for introduction of NPIs
- Website Management - Run the newly launched [discover.expediapartnercentral.com](http://discover.expediapartnercentral.com)
- Events – Develop and run the event plan for product, including speaking engagements
- Obtains customer behavior data from external data sources as needed to facilitate analysis and reporting

## Qualifications for product marketing specialist

- Background in business/sales administration and budgeting is required

- Demonstrated proficiency in verbal and written communication skills in Spanish and English is required
- Demonstrated proficiency in Excel and PowerPoint is required and will be assessed
- Due to the travel required, as part of the regular duties and responsibilities of this position, you must have a valid driver's license, a valid passport along with a valid credit card for reimbursable expenses
- Previous experience performing the essential job function of this position or in a similar role on an execution team on large projects