



Example of Product Marketing Specialist Job Description

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Our company is hiring for a product marketing specialist. 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 specialist

- Analyze OEM and Aftermarket customers' and competitors' strategies and
- Develops technical literature, advertising campaigns, definitions, specification, and performance standards
- Responsible for overall gross margin for assigned product lines
- Supports strategic plan for STRAP and AOP for North America
- Design and execute impactful primary and secondary market research studies
- Integrate inputs [market, customer, competitor, macro trends, technology, financial] to develop distinctive strategic options with outstanding financial, microeconomic outcomes
- Understand transactional pricing toolkit and analytical techniques and deliver operating income impact from executing pricing projects
- Strong knowledge of how to drive value propositions into compelling customer pitches that result in customer orders
- Evaluate and recommend structuring of commercial offerings customized to align with individual customer needs and successfully sell the proposal internally through the LOA process to Sr
- Manage the Respiratory and EndoTherapy field dinner meeting program

Qualifications for product marketing specialist

- Focused education in business and marketing

- Experience in the Transportation segment is highly valuable
- Higher education in electrical engineering or similar area
- Project sales experience in local market
- Proficiency in MS Office and knowledge of electrical circuit design software is preferable