



Example of Product Marketing Specialist Job Description

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Our innovative and growing company is hiring 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

- Work with sales force and customers to develop sales success stories and customer case studies
- Assist with analysis of relevant data
- Assist the team in tracking Operating Expense utilization associated POs
- Deliver weekly project status report to manager
- Notify manager of issues that may need to be escalated for resolution
- Handle occasional customer inquiries and sales questions
- Advocate, evangelize and build data-fueled insights and predictive models for use by our business partners and executives
- Create predictable drivers and assumptions for supplies and contribute to the direction of the future supplies portfolio
- Market intelligence – be the expert on the buyers, how they buy and their buying criteria
- Provide support in special project to help formulate the strategy or roadmap

Qualifications for product marketing specialist

- Bachelors degree in an engineering discipline and/or 5-8 years of direct proposals /technical sales experience
- Wind Power experience preferred
- Ability to juggle multiple projects in a fast-paced environment

- Masters Degree in Marketing, Business or related field (MBA with B.E