



Example of Product Marketing Specialist Job Description

Powered by www.VelvetJobs.com

Our company is growing rapidly and is looking for a product marketing specialist. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for product marketing specialist

- Assist in preparing market and competitive insights through presentations/ reports
- Coordinate with other related department
- Directly interact with franchisees on an on-going basis and advise them so they can optimize their use of Website, Tools, SEO, SEM, Mobile Strategies, online content and digital strategy
- Lead the design of insight driven digital strategies from opportunity identification through to experience definition
- Work in tandem with other departments across WSE in providing SEO, content and analytics support as part of larger Web redesign or development projects
- Trained product spokesperson responsible for interacting with and presenting products to media and consumers
- Trained corporate spokesperson responsible for demonstrating products in videos, livestreams and live demos in trade show settings
- Supports key product launch activities, community outreach and key branding initiatives based on predetermined strategy as directed by management
- Drafts product information roll-out plan proposals and supports PR team in finalizing product PR plans
- Supports review of TV, digital and print advertising creative, providing feedback on product accuracy

- A good listener, patient, resourceful, and a continuous learner
- Foreign language in French or Chinese is a plus
- Technical Bachelor's degree in Physics, Mechanical Engineering or Electrical Engineering OR Bachelor's degree in Marketing, MBA is a plus for either type of candidate
- 5+ years related experience in highly technical products, specifically photonics and optical systems or motion control systems
- Related experience in Marketing
- A background in product development and/or life cycle management