



# Example of Product Marketing Job Description

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Our growing company is hiring for a product marketing. 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

- Own the marketing strategy to drive awareness, adoption, and usage of selected services in the seller enablement space
- Create marketing collateral to support your campaigns including online, print and video media
- Sales tools and training
- Create and implement tactical product marketing plans
- Utilize market research and competitive assessments to inform sales content and tools
- Drive regional business unit awareness and adoption of global product marketing assets
- Track and report on performance of product marketing initiatives to optimize results
- Managing the execution and deployment of release readiness communications, including global release notes and internal release webinars
- Work closely with the Product Development and Operations teams to understand the product roadmap, product details and operations
- Manage product positioning, competitive intelligence and product messaging

## Qualifications for product marketing

- A bachelor's degree in business, economics, or marketing is required
- Highly computer literate, advanced knowledge of Excel and Analytics tools

- Global commercial awareness
- French or German speaker would be a bonus
- Good communicator, extremely organized