



Example of Product Marketing Job Description

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Our company is growing rapidly and is looking to fill the role of 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

- Develop annual category marketing plan through collaboration with extended team members to ensure Commercial product categories have a voice in all segment, channel and vertical market plans
- Research and analyze market trends, customer needs, building codes, external influences and competitive environment to capitalize on market opportunities and minimize effects of competitive activity
- Partner with Product Management to evaluate competitive product offerings and develop sales tools to articulate the meaningful differences of our product portfolio
- Manage the Marketing Communications Specialist, develop content and messaging for assigned portfolio of products and foster a team approach for all projects you manage
- Manage and create compelling thought leadership content to promote the product, including presentation templates, brochures, white papers, case studies, webinars, conference presentations, social media channels, and others
- Promote products at healthcare conferences
- Distribution of Product Roadmap, competitive comparison among other product related collateral/materials
- Market Intelligence, competitive landscape analysis
- Develop targeted messages based on the key value propositions and use cases

Qualifications for product marketing

- Responsibility includes acting as primary strategic resource and liaison for Marketing on all product-related initiatives and updates
- Specifically this role will lead marketing launch and model year change coordination, analyze buyer data regularly to adjust model level strategies and messaging, identify key USP's by model and lead competitive analysis reviews
- This individual must coordinate with the other business managers within VWoA and agencies to act as a marketing product strategy steward to integrate the communication and participate in strategy and planning meetings to optimize customer facing messaging across the Volkswagen products
- Collect, Document and Analyze product characteristics, performance standards and operating economics, for BCA products and competitors
- Research, analysis and reporting of Product Competitive Intelligence
- Define Most Favorable Conditions for Product Positioning and Promotion