



Example of Product Marketing Job Description

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

Responsibilities for product marketing

- Works with Global Training team to help develop single, globalized sales, customer care and service training material for assigned products/product line
- Helps to identify training needs, tools, and other resources required for world area sales to achieve product line growth
- Collaborate with large cross functional team that include Sales, Design, and Engineering to specify and develop new products
- Work with customer marketing to develop and maintain communications related to the consumer experience
- Supports timely resolution of Customer and Rapid Response feedback about assigned products/product line
- Thought leadership – be the expert on your product, buyers, and users and evangelize product value proposition through various channels, including webinars and user conferences
- Launch management – plan the launch of new products and releases and manage the cross-functional implementation of the plan
- Create a global product P&L
- Conduct Voice Of Customer (VOC) research
- Regularly maintain reporting information on key metrics such as revenue, gross profit and operating income

Qualifications for product marketing

- Develop content and messaging for Communication Collaterals

- Create and deliver product stories and presentations to internal and external customers
- Develop Voice of the Customer inputs into BCA product strategy (Market Requirement & Objectives)
- Have a post graduate degree, with 5+ years' experience in the aviation industry and a strong interest in business development will be key
- Have Engineering background within the Aerospace environment, very familiar with the Commercial Aviation Industry, very good knowledge of aircraft operating economics and product characteristics