



# Example of Products Marketing Manager Job Description

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Our growing company is looking to fill the role of products marketing manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for products marketing manager

- Manage the development of product marketing materials to support sales outreach such as case studies, whitepapers and infographics
- Manage survey administration, data collection and analysis
- Manage sweepstakes contest creation, management and fulfillment
- Manage development of core event and digital product strategic positioning and messaging
- Develop and deploy marketing communications, including building creative assets to achieve performance targets
- Collaborate with internal teams including social and PR to develop targeted programs that support product marketing messaging and report on campaign success metrics
- Develop and drive innovative global strategies for internal and external Rx-to-OTC switch candidates
- Partner with Business Development in the pursuit of licensing & acquisition targets
- Develop the essential set of product collateral that highlights the core features to ensure that key stakeholders, partners, customers and users understand the value of our offerings
- Help drive awareness, adoption and engagement of our consumer products and services by leading end-to-end marketing, promotion and launch activities

- Strong negotiation skills with ability to creatively structure partnerships and manage business partner relationships
- Knowledge of online measurement tools and analytics that effectively measure success
- Ability to manage multiple projects simultaneously and work in a fast-paced, evolving work environment
- Marketing agency experience preferred
- Self-starter with a strong willingness to discover and learn
- Strong written and verbal communication skills with the ability to present to internal stakeholders and c-suite management