



Example of Products Marketing Manager Job Description

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Our company is growing rapidly and is hiring for a products marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for products marketing manager

- Manage and monitor promotion and awareness campaigns across a variety of channels including app stores, PR, social media, advertising and community outreach
- Work with the product teams to manage and optimize the customer acquisition funnel, using analytics and analysis to help make our experiences more sticky
- Developing and executing strategies to drive profitable growth
- Conceptualizing and building the full lifecycle of marketing and merchandising for the Office Products store including creative development, targeting segmentation, and performance analysis
- Conducting business analysis to ensure the health of the business and to provide visibility to senior leadership
- Developing and overseeing the planning and launch of new capabilities for accessibility, those oriented towards providing greater access to technology and content to learners with disabilities
- Developing and overseeing the planning and launch of new capabilities for technical products and capabilities, those oriented towards providing greater access across the educational enterprise
- Developing and delivering sales enablement plans, tools and training content to drive sales effectiveness across the capabilities in your portfolio
- Plan, develop, and execute category and vendor merchandising programs that deliver strong ROI

Qualifications for products marketing manager

- Ability to obtain Series 7 license within 90 days
- 7+ years of relevant marketing experience, preferably in the payments industry
- Own the product voice & positioning for the product
- Author the product launch plan, the product playbook that will be used to coordinate external communications
- Proven deliverables in content marketing creation (infographics, case studies)
- Serve as the subject matter expert with Marketing Communications to support the development of marketing and sales tools such as collateral, product documentation, product brochures, sales presentations, training materials, packaging and merchandising