



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

- Defines customer pricing and discount levels
- Creates strategic plans for each category of product, including product lifecycle, growth and promotional programs, NPIs and support of local sales team
- Manages local supplier relationships, product portfolio, marketing growth programs and communications, local vendor agreements including rebates and marketing development funds
- Owns product category P&L, grows the product category profitably in line with targets, while adhering to working capital requirements for the category of products – Access Control
- Educates local sales team on core product assortment and industry trends
- Prepares product trainings for customers in conjunction with Sales Support and Marcoms
- Regularly collects industry, competitive information and create internal and external customer VOC's
- Define and develop the product roadmap and strategic plan for implementing the vision for the transition from current to the future consolidated portfolio within Project Infinity
- Develop co-branded, customer-facing materials such as customer presentations, executive briefs, event materials, emails
- Provide GTM strategy and direction to partners for targeted content creation

- 7+ years' experience managing that highlights your ability to deliver results, learn new skills, and emerge as a leader
- Experienced people manager with a proven track record of hiring and developing top talent
- Research the market landscape for accessibility needs across our various geographic regions in order to influence messaging required for marketing against regional differences
- Contribute to ongoing support of the accessibility community
- Coordinate with numerous groups including Sales, Customer Success Advocates, Corporate Marketing, Field Marketing, Product Management, and Development
- Strong knowledge and experience with accessibility concerns, with a focus on improving the accessibility of technology and content