



Example of Products Marketing Manager Job Description

Powered by www.VelvetJobs.com

Our company is looking 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

- Partnership sourcing and development
- Developing client facing marketing materials
- Working closely with product teams to develop products for specific partnerships and use cases
- Work with platform teams to influence foundational capabilities strategy
- Creating a pipeline of partnership opportunities and prioritizing among them
- Work closely with a broad range of business partners to assess opportunities, services and capabilities
- Work closely with Corporate Development teams, including M&A and Ventures, in the evaluation and execution of investments / acquisitions including strategic analysis and negotiations
- Assist in the post transaction management and integration of investments/acquisitions
- Stay abreast of industry developments and help source and refine the pipeline of potential investment and acquisition targets for Performance Marketing
- In-depth analysis of the local energy storage market, customers and competitors to identify the right local target audiences, messaging and marketing channels

Qualifications for products marketing manager

- Ability to serve as an advocate for the Product Marketing team across the

- Knowledge and experience with technical or development-oriented capabilities such as APIs and educational integration standards (e.g., IMS LTI)
- Multi-lingual professional fluency
- 3+ years of experience in B2B technical product marketing
- Experience managing product development through a phase gate process
- Significant experience in thought leadership development