



Example of Products Marketing Manager Job Description

Powered by www.VelvetJobs.com

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

Responsibilities for products marketing manager

- Develop and roll out (digital) campaigns, local events and partnerships that effectively reach the target audience and drive customer lead generation
- Optimize customer touch-points, sales materials and events for sales conversion
- Interface with key customers and partners to validate and enhance messaging platforms, organizational buying behavior and buyer personas
- Provide market segmentation analysis that defines target influencers and buyers
- Creating strategy on digital marketing campaigns and advises clients on best practices and trends
- Working with the business leadership to develop, plan and deliver digital marketing campaigns tied to specific marketing and business goals
- Overseeing a wide range of projects, including but not limited to website development, organic optimization, social media, and paid search marketing
- Creating and manage the execution of project work plans to ensure all key stakeholders are aware campaign requirements and that campaigns are delivered on-time
- Analyzing reports created using tools such as Web analytics, social media reporting, and e-mail marketing to provide business-relevant actionable insights
- Stay abreast of new and emerging technologies and proactively identify business opportunities

-
- High level analytical skills required to identify and validate opportunities and also to refine and advocate for solutions
 - Upstream marketing focus new product development/launch experience
 - Regular meetings
 - Professional Medical Marketing experience preferred
 - Medical sales and or sales management experienced required
 - German, French and or Dutch languages preferred