



Example of VP Product Marketing Job Description

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Our company is growing rapidly and is looking for a VP product marketing. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for VP product marketing

- Partner across marketing teams to support high profile, creative and innovative product marketing campaigns that deliver bottom-line results
- Create, implement and evolve impactful global product messaging
- Expand best in class standard collateral and ensure strategic positioning is implemented and appropriately applied across all marketing touch points
- Establish “best digital practices” for written content and drive cross pollination of strategic approach across sales, communications and regional channels
- Ensure that Asset Class Marketing becomes the primary value-add point of contact to global investment heads across all marketing and related functions
- Influence and work effectively with a wide range of stakeholders across all levels, regions and channels
- Excited & inspired to deliver the best experience for our users
- Focused on delivering results that benefit both the needs of the customer and the business
- Highly collaborative within matrixed organization
- Responsible for the end to end product life cycle

Qualifications for VP product marketing

- Some knowledge of artworking programs (such as InDesign), and creative marketing (imagery and theming)
- Good knowledge of developing digital marketing collateral ie HTML web-pages or emails

- Relevant licences and certification an advantage – IMC certificate and/or CFA Level 1 would be beneficial
- Background in brokerage, bank, investment manager or registered investment advisory firm