



Example of VP Product Marketing Job Description

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Our company is looking to fill the role of VP product marketing. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for VP product marketing

- Create and Develop new opportunities to build brand penetration, consumption and increase basket size
- Own brand equity and portfolio management across existing and new segments
- Work with trade marketing to collect in-depth field research to identify the needs of specific customer segments to increase value proposition, brand awareness, and understanding of the market
- Provide recommendation of new products and line extensions based on in-depth analysis of brand and market competition
- Be the solution and product messaging subject matter expert who understand our markets, personas, buyers, and existing customers
- Partner with Product Management to infuse customer, partner and competitive insights into the product roadmap
- Continue to refine our go to market strategy, considering new models to attract and retain new partners and customer segments
- Sales & Marketing enablement – communicate the value proposition of the products to the sales and marketing teams as the customer-facing product-based subject matter expert and help develop the tools that support the selling process for the products
- Product launch – plan and orchestrate the launch of new products and releases and manage the cross-functional implementation of the plan
- Develop strong working relationships with product management, business development, marketing and sales

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- Strong understanding of funds, asset classes, and investments in general
 - Good understanding of channel marketing and communications to intermediaries and/or institutional clients
 - Minimum of 10 years of marketing and creative copywriting experience and a demonstrated track record of success and increased responsibilities
 - Prior experience writing impactful marketing copy for both print and digital channels
 - Some knowledge of funds and/or investment product marketing
 - Ability to distill often complex concepts into digestible and compelling prose