



Example of VP Product Marketing Job Description

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

Responsibilities for VP product marketing

- Act as a leader with respect to industry, and related, research, analysis, conferences
- Support new business from digital lead generation from small and mid-sized merchants, including the assessment, analysis and procurement of digital and social media, PPC, display ads, Coordinate with digital marketing development and support teams, integrate reporting with measurement tracking and salesforce.com
- Manage a team of marketing professionals across the region
- Oversee all customer facing communications and materials
- This team informs product strategy in partnership with product management and engineering across multiple product areas and establishes and drives both in-bound the go-to-market plan for every product in the portfolio through the following skills
- Manage department budget and numerous vendors
- Defining the target market, understanding our potential customer needs and creating product-market fit
- Creating product business cases
- Identifying and building product-specific partnerships
- Developing product positioning and messaging

Qualifications for VP product marketing

- College Degree and/or 3+ years experience in a related environment

- Excellent follow-through skills with respect to detail
- Ability to exercise professional discretion, sound judgment and decision making abilities
- Ability to interact professionally and interface with all levels within the organization
- Independent self starter who must be comfortable working in a fast-paced environment