



Example of VP Product Marketing Job Description

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Our company is hiring for a VP product marketing. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for VP product marketing

- Collaborating with product managers and designers to ensure cohesiveness of the overall user experience
- Identifying KPIs and monitoring product performance
- Work closely with the Account Executive team to implement regional growth plan, including current client upsells and new business expansion in current footprint states
- Collaborate with Product Development and Operations team to translate identified market opportunities into viable, cost-competitive, and innovative products and solutions that will create profitable new business opportunities
- Along with the CPO and identified Government Relations resources (may be internal and/or external) in assigned states to develop and execute a political and government relations strategy to support growth plan within Western Region market
- Work in coordination with appropriate Departments and Divisions to document impact of managed behavioral health care and promote its application as a management strategy for federal, state and local governments
- Serve as a key and active member of the Card Services extended leadership team
- Develop and drive the strategic product marketing plan and budget to optimize the acquisition, expansion and retention of clients, target markets and increase consumer adoption

- Partner closely with product management to maximize launch potential, optimize market opportunity

Qualifications for VP product marketing

- Communications acumen – Demonstrate highly effective written and verbal communication and presentation skills
- Critical thinking – Must be able to identify information needs, analyze and distill complexities, formulate actionable solutions which align to business outcomes
- Detail orientation – Must be highly organized with a keen eye for details
- Bachelor's degree in business or marketing, MBA preferred with a minimum of 10 years of experience leading teams in consumer engagement, product development, or consumer services businesses
- Ability to supervise the all stages of the product development process, from conception through retirement, and coach and mentor team members on best practices
- Ability to provide leadership and direction both to direct team to cross-functional teams to ensure successful outcomes