



# Example of VP Product Marketing Job Description

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Our growing company is searching for experienced candidates for the position 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

- In partnership with BU president, establish a vibrant and consistent internal communications program to inform, educate and motivate Card Services associates and strengthen engagement
- Deliver best in class internal associate communications on behalf of the Group President and Senior Leadership Team related to financials, industry updates, organizational changes and engagement priorities
- Engage with existing and potential customers to gain understanding of market needs
- Work with the Marketing Cloud's data science team's to create best in-class artificial intelligence (AI) to drive marketing effectiveness
- Lead internal and external training sessions and demonstrations
- Engage as a thought leader in client workshops and during sales sessions
- Coordinate smooth workflow to ensure timely and agile execution across engineering and business stakeholders
- Ensure marketing communications are coordinated, support marketing plan objectives and meet organizational expenditure requirements in conjunction with VP of content creation
- Work with VP of R&D and executive team on new products development for short and long-term pipeline
- Work with VP of consumer insights to direct market research, competitor analyses and customer monitoring processes and initiatives

## Qualifications for VP product marketing

- Specific background in payments, financial services and/or financial technology marketing strongly desired
- Experience in managing teams with a diverse range of roles and individuals, the necessary budget items
- Ability to develop strategies for creating pipeline for new offerings upsell and cross-sell into existing customer accounts
- You have expert-level knowledge of Enterprise SaaS sales cycles, and Product Marketing best practices
- You can show great examples of how you expressed complex ideas in impactful and creative sales and marketing collateral
- You are committed to being a great manager and leader for your team