



Product Marketing Manager Job Description Template

Job Title: Product Marketing Manager

Company Overview:

[Insert company overview here, including mission, values, and any relevant information about the company's products or services.]

Job Description:

We are seeking a dynamic and results-driven Product Marketing Manager to join our team. The ideal candidate will have a passion for technology and innovation, coupled with a strong understanding of marketing principles and strategies. The Product Marketing Manager will be responsible for developing and executing marketing plans to drive awareness, demand, and adoption of our products.

Responsibilities:

- Develop and execute product marketing strategies to drive awareness, demand, and adoption of our products.

- Conduct market research to understand customer needs, market trends, and competitive landscape.

- Create compelling messaging, positioning, and value propositions for our products.

- Collaborate with cross-functional teams including product management, sales, and marketing to develop and launch new products and features.

- Plan and execute product launches, including coordinating with internal teams and external partners.

- Develop sales enablement materials such as presentations, sales decks, and collateral to support the sales team.

- Develop and manage marketing campaigns across multiple channels including digital, social, and traditional marketing channels.

- Analyze marketing metrics and KPIs to measure the effectiveness of marketing efforts and optimize campaigns.

- Stay up-to-date with industry trends and best practices in product marketing.

Qualifications:

Bachelor's degree in marketing, business, or a related field. MBA preferred.
years of experience in product marketing, preferably in the technology industry.
Proven track record of developing and executing successful marketing strategies and campaigns.

Strong analytical skills with the ability to interpret data and make data-driven decisions.

Excellent communication and presentation skills, with the ability to effectively communicate complex concepts.

Strong project management skills with the ability to manage multiple projects simultaneously.

Highly collaborative with the ability to work cross-functionally and influence stakeholders.

Creative thinker with a passion for innovation and technology.

Benefits:

[Include information about benefits such as health insurance, retirement plans, paid time off, etc.]

To Apply:

Please send your resume and cover letter to [insert contact information]. Include "Product Marketing Manager Application" in the subject line. We look forward to hearing from you!