

August 1, 2025 | Product Marketing Manager - Haircare |
Jobsrack



JOBSRACK

Product Marketing Manager - Haircare

written by Zain group | April 6, 2025



Start Date: 06.04.2025



Expiry Date: 06.05.2025



Job ID: 625035313



Username: zaien



Status: active



Featured: No



Tags: haircare, product marketing, Gen Z, GTM, beauty



Salary: \$65,000 - \$80,000 per year



Address: New York, USA

Description

This role involves leading product marketing for a haircare line targeting Gen Z and millennial audiences. You'll own product positioning, launch plans,

customer education, and go-to-market execution.

Key Tasks:

- Define positioning and USPs for each product
- Plan and execute launch timelines
- Coordinate with R&D, influencers, and eCommerce teams
- Collect user feedback and iterate messaging
- Develop educational guides and videos

Strong writing and presentation skills are a must. Experience in haircare or personal care products is preferred.