

Product Marketing Manager – Garland, Texas

Principle Function:

Oversees product planning and outbound marketing activities by liaising between sales, service and engineering teams to ensure revenue and customer satisfaction goals are met. The Product Marketing Manager is expected to continually work with engineering to develop and enhance product attributes through gathering customer requirements, and manage art and PR teams to create contents and execute projects.

Principle Accountabilities:

Marketing

- Define marketing strategy to communicate brand attributes to core customers
- Plan advertising and promotional campaigns to accomplish revenue goals
- Manage in-house art team to ensure timely campaign and project execution
- Manage external resources such as PR Agency to plan and execute campaigns
- Monitor on-going progress of marketing activities and adjust for effectiveness
- Develop sales tools and collateral to advocate product advantages
- Brief and train sales force at meetings to enforce marketing strategy
- Brief press and conduct product demonstrations at public events such as tradeshow
- Work with third party entities such as utilities and associations to enhance branding
- Maintain and update key marketing documents and provide access to relevant parties

Product Management

- Communicate customer feedback to engineering for product improvement
- Monitor and Analyze monthly sales trends and communicate to key parties such as factory and purchasing so that service and revenue goals can be met
- Work with purchasing to merchandise part and accessories assortment
- Liaise with external parties such as laboratories to maintain product certifications
- Be an expert of the company's own products as well as competition
- Conduct training for sales and service teams to enhance revenue goals

Skills

- Minimum of 5 years experience as a Product Manager or Product Marketing Manager
- Excellent written and verbal communication skills
- Project management experience
- Technical background
- Leadership across multiple teams: Art / PR / Engineering / Sales / Service
- Bachelor's Degree in Business (MBA preferred)

Travel

- Position requires 25% travel