

Product Marketing Manager, Hardware

The product marketing manager, hardware is an important member of the global marketing team. You will craft the messaging and positioning for hardware products. You'll conceive and develop innovative marketing programs that drive demand. Attention to detail and an eye for quality, along with the ability to grasp and translate technical capabilities into audience appropriate benefits is crucial. In your role as a product marketing manager you will be a subject matter expert in our product buyers, how they buy and their buying criteria and will collaborate with sales to maintain this knowledge. In addition, you are responsible for defining and delivering a hardware product-marketing plan that combines an understanding of the market, the competitive landscape and the customer for TrueNorth and SD's hardware product lines. Reporting to the vice president, marketing, you will also be responsible for managing a small team.

Key Responsibilities

- Develop strong rapport with product management and customer care staff and acting as the key marketing contact
- Develop product positioning and messaging that clearly differentiates our products in the market
- Understand and communicate key value propositions for our products to the sales team.
- Plan the launch of new hardware products, including developing budget and timeline, and managing the cross-functional implementation of the plan, soliciting input from sales and product management.
- Guide the execution of the plan to ensure it delivers profitable growth and positive brand awareness for TrueNorth and the SD Group of Companies
- Develop strategy and manage marketing programs to drive demand for our hardware products
- Become an expert on our buyers: how they buy, their buying criteria
- Develop campaigns and create a variety of compelling product collateral and communication pieces and adapt them as the market responds, including, but not limited to standardized presentations (for internal and external audiences), sales slicks, product data sheets, emails, postcards, whitepapers, promotions, digital content for the corporate website and social media.
- Identifying opportunities for lead generation and creating marketing collateral to drive customer engagement
- Identify opportunities to partner on any activities to increase brand exposure and increase sales
- Perform competitive market research and delivering quantitative and qualitative results to internal stakeholders.
- Assist with bid proposals
- Monitor product marketing budget in support of activities initiated

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Skills Required

- Creative self-starter with proven organization and time-management skills
- Team management experience
- Excellent verbal and written communication skills
- Experience in the tech industry with a honed ability to understand and take technical subject matter and translate it into consumable content for several audiences
- Understanding of B to B marketing strategies, tactics and vehicles
- Proven ability to manage multiple priorities and work collaboratively across different levels of an organization
- Ability to drive self-directed initiatives and proactively identify when it's necessary to take certain steps and move ahead with confidence
- Strong creative problem solver
- Minimum 2-5 years' experience in product marketing, customer experience marketing, or marketing communications in an environment delivering both product and service offerings.
- Significant and proven experience (2-5 years) with both qualitative and quantitative state-of-the-art research methodologies.
- Ability to articulate measureable successes

Education

- Undergraduate degree in marketing, communications, business, or equivalent
- Business analysis or project management certification an asset