

Job Description



Job Title: Product Marketing Manager

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Department: Marketing – U.S.

Exempt **Non-Exempt**

1. Primary Responsibilities:

- Support and execute product marketing strategies and plans to drive awareness, adoption, and revenue growth for our product
- Conduct in-market research to gain insights into customer needs, competitive landscape, and market trends to inform product positioning and messaging; Provide clarification of user and market requirements to project team
- Collaborate closely with cross-functional groups to define target market segments, product features, and pricing strategies
- Support product messaging and positioning assignments to articulate the value proposition and differentiators of our product
- Initiate kick off process and project management for new projects for company
- Ensure timeliness and accuracy for IFU and translation projects
- Deliver effective sales enablement tools, including sales presentations and product training materials
- Support successful product launches, working closely with cross-functional teams to coordinate marketing activities, such as content creation, advertising, events, and PR
- Monitor and analyze key performance indicators (KPIs) to assess the effectiveness of marketing campaigns and initiatives, and make data-driven recommendations for optimization
- Collaborate with the team to develop engaging marketing collateral and materials, including product videos, training demos and case studies
- Build strong relationships with customers and industry contacts to amplify our product messaging and generate positive coverage
- Assist in development of marketing claims and review with cross-functional team (regulatory, engineering, quality) to determine suitability
- Route all content through peppercorn and compliance for approvals
- Stay up-to-date with market trends, competitive landscape, and industry best practices to drive continuous improvement and innovation in product marketing efforts

2. Knowledge, Skills, and Experience:

- Bachelor's degree in marketing, business, or a related field
- Proven experience as a Product Marketing Manager or similar role
- Strong understanding of product marketing principles and best practices
- Excellent written and verbal communication skills with the ability to create compelling and concise messaging

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- Demonstrated ability to develop and execute successful product marketing strategies
- Analytical mindset with the ability to interpret data and metrics to drive informed decisions
- Strong project management skills with the ability to manage multiple projects and prioritize effectively
- Collaborative team player with the ability to work cross-functionally and influence stakeholders at all levels
- Proficient in market research and competitive analysis
- Creative thinker with a customer-centric mindset
- Willing to travel 50%