

Job Title: Product Marketing Manager

Department: Marketing

Reports To: VP of Marketing

Location: Edison, New Jersey

POSITION SUMMARY

The Product Marketing Manager understands the “what/why/how” of our products and uses that knowledge to build sales tools, create promotions and own all outward-focused aspects of the product image. They know who our customers are, what they want, and how they use our products. They are the bridge between Product Management, Engineering and Marketing, and work closely with the regional sales teams. Opengear’s customers are Network Engineers, and IT Managers, buying a combined hardware and software solution to increase the resilience of their network. Our products are sold globally through a network of resellers and VARs.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The Product Marketing Manager is responsible for developing, driving and managing all product marketing materials, sales tools and end-user promotions.

- Works closely with Product Management to create product positioning and launch materials for product releases
- Understands and supports our Sales teams; trains them on the problems we solve for our buyers and users;
- Develops product-focused sales tools based on input from the field, and ensures Sales teams know how and when to use them
- Plans and executes marketing campaigns and sales promotions to drive revenue growth for products or market segments
- Understands the Buyer’s Journey and maintains prospect personas
- Tracks competitors’ product announcements and go-to-market plans
- Ensures all marketing collateral is updated and posted as new specs and features are released
- Manages the translation process for new and updated materials
- Provides customer and market input to Product Management
- Able to write and present knowledgeably on Opengear’s products and markets, and act as an occasional spokesperson for video materials and interviews
- Provides input and material for the company PR program

This position is located in central NJ. Some travel is required.

DESIRED KNOWLEDGE/SKILLS

- Bachelor's degree in Business, Marketing or another related field and 5-10+ years' related product marketing experience or equivalent combination of education and experience
- Knowledge of the Computer Networking market or similar technology domain, and experience with both hardware and software products
- 2+ years of experience in a market-facing role (e.g. delivering presentations to customers and prospects, conducting competitor analysis and market research)
- Comfortable using collaboration and CRM tools such as Asana and Salesforce
- Excellent written and verbal skills, with the ability to confidently present and interact with individuals at all levels
- Ability to analyze and report progress against campaign goals and report on ROI