

## Job Description – Product Marketing Manager: Online

Location:	
Date:	
Reporting To:	Head of Products: Online
Reporting to You:	N/A
Purpose	Responsible for ensuring that the product strategy of the company is met through defining the market requirements, converting technical positioning into key market messages and successfully launching online products into the SME to online enterprise market.
Key Responsibility Areas:	<ul style="list-style-type: none"> <li>• Execute product marketing and pricing strategy as well as channel and partner strategy for the online market, ranging from SME to Online Enterprise markets.</li> <li>• Monitor industry innovations, perform competitive analysis and prepare business and marketing requirement documentation.</li> <li>• Define offer and solution sets for the market based on Clickatell's online product offering.</li> <li>• Define the messaging market content and manage products, partners, developers and others.</li> <li>• Generate awareness, differentiation and demand in the market, including viral and affinity marketing to further the online offering.</li> <li>• Develop general messaging market offers, evaluate partners and products, define business terms and bring partners and their products into the messaging market.</li> <li>• Generate sales material, create awareness with sales force and conduct sales and channel training.</li> <li>• Document competitive threats and industry related news, and write white papers.</li> <li>• Create standard presentations and demo scripts and provide support at trade shows and other company-sponsored events.</li> <li>• Ensure synergy with technical product management team, business development team and marketing team.</li> </ul>
Core Competencies:	<p>Candidate must have a proven ability to analyze market requirements, define products and solutions, drive them to market, and position them to win.</p> <p>Position requires in depth understanding of the international wireless/mobile messaging market, players, products and direction of the market.</p> <p>Excellent communication skills are important, since candidate must work across various functional areas (engineering, product management, operations, sales, and marketing) and with external partners and customers.</p>
General Competencies:	<ul style="list-style-type: none"> <li>• Excellent understanding of MS Office, MS Project, MS Excel</li> <li>• Experience with graphics software (Visio, Photoshop) a plus</li> <li>• Ability to independently create proposals and presentations</li> </ul>

	<ul style="list-style-type: none"> <li>• Problem solving skills and analytical abilities</li> <li>• Project management experience and time management skills</li> <li>• Excellent negotiating skills both internally and externally</li> <li>• Must feel comfortable to give internal and external presentations</li> </ul>
Experience and Education:	<ul style="list-style-type: none"> <li>• MS/BS in a technical area. MBA or equivalent preferred.</li> <li>• 5+ years product marketing or product management experience in the mobile, Internet or software industry.</li> <li>• Good understanding of mobile messaging market and ecosystem as well as software development/sales cycle.</li> <li>• Ability to communicate product vision and work within cross-functional teams</li> <li>• Strong analytical, marketing and organizational skills</li> <li>• Some business development experiences required.</li> </ul>
Personal Characteristics:	<ul style="list-style-type: none"> <li>• Results oriented and creative</li> <li>• Self driven, with entrepreneurial leanings</li> <li>• Good communicator, good interpersonal skills</li> <li>• Analytical skills</li> <li>• High levels of initiative</li> <li>• Work in a team, with a high degree of responsibility</li> <li>• Work well under pressure and react flexibly to change of business needs</li> </ul>
Special Requirements:	<p>Regular and on-time attendance.</p> <p>From time to time, you will be required to work outside of normal working hours.</p> <p>You may have to travel from time to time, locally and abroad.</p>
Note:	<p>To perform this job successfully, the individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the knowledge; skill and or ability required and are not intended to be an exhaustive list of all duties and responsibilities associated with this job.</p> <p>You will be required to perform all reasonable duties assigned to you or related or incidental to the proper completion of your job tasks;</p> <p>During a colleague's leave of absence from the company or during month end or peak business periods, you may be required to perform other job tasks upon reasonable request from your line manager.</p> <p>Relocation costs (if applicable) will be for own account.</p>