

Certiport Product Marketing Manager – Job Description

The Certiport Product Marketing Manager position is a full-time role within the Certiport Marketing team. The Product Marketing Manager will report to the Senior Director, Product Marketing and will work directly with the Client Services and Sales teams to provide marketing strategy and tactics to reach program goals. The Partner Marketing Manager will ensure that a global, comprehensive product rollout plan is developed, maintained and executed on an on-going basis for each target market and corresponding product assigned to the Product Marketing Manager. Functions of the job include:

Marketing Strategy:

1. Work closely with the Client Services and Sales teams to define and execute on the messaging and strategies.
2. To write, maintain and execute an annual product marketing plan for each program for which he/she is responsible.

Program Management and Execution:

1. To plan, organize and implement product roll-outs, marketing campaigns and sales training.
2. To be a resource to International and Domestic Sales teams and consult with them on marketing strategies.
3. To be an internal evangelist for training internal employees and sales personnel.
4. To represent and lead marketing efforts with program clients

Essential Duties & Responsibilities:

- Develop Product Rollout Plan as new programs are released and coordinate with all departments.
- Develop an annual marketing plan per program and manage execution.
- Responsible for training sales staff on product and product initiatives, including sales training materials. Should be adaptable for international use.
- Ensure the successful launch of the new programs by developing and implementing a successful launch plans, assisting in achieving annual sales and revenue targets.
- Develop messaging, positioning, value proposition, identify target audiences, and other pertinent product marketing areas.
- Refine the product message through regular customer feedback gathered by running beta and pilot programs, focus groups and other techniques.
- Be an expert with respect to the competition, target markets, customers and technologies; be sought after by others for knowledge base, opinion, and vision.
- Work closely with the client services team to establish and execute the marketing plans.
- Manage creation of sales tools and campaigns by working directly with sales teams to identify necessary tools.

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- Be an evangelist for your product, including presenting product presentations in a compelling and exciting way at company events, industry events, and to partners.
- Responsible for effectively communicating information in a way which allows for proactive planning and implementation
- Evaluates current channel marketing mix and assists in defining and designing the co-marketing strategies for our strategic partners.
- Participate in quarterly business review with executive team and clients.
- Work with partners and external third parties to assess marketing partnerships and opportunities.

Knowledge, Skills, & Abilities:

- Excellent written and verbal communications skills
- Comfortable with fast-paced environment and rapidly changing priorities. Resourceful and well-organized
- Can work effectively with peers, management and internal and external business partners, prospects and clients
- Process and metrics driven. Seeks continuous improvement of work processes to increase quality and productivity.
- Familiar with Microsoft Outlook, Excel, Word, and Internet browsers (Internet Explorer, Mozilla/Firefox, etc.) – advanced PowerPoint experience required

Position Requirements:

- 5+ years working experience as a Product Marketing Manager in a related industry
- Bachelor's degree in a business or marketing
- A demonstrated, successful, history of building marketing strategy and execution.

INTENT AND FUNCTION OF JOB DESCRIPTIONS

Job descriptions assist organizations in ensuring that the hiring process is fairly administered and that qualified employees are selected. They are also essential to an effective appraisal system and related promotion, transfer, layoff, and termination decisions. Well-constructed job descriptions are an integral part of any effective compensation system.

All descriptions have been reviewed to ensure that only essential functions and basic duties have been included. Peripheral tasks, only incidentally related to each position, have been excluded. Requirements, skills, and abilities included have been determined to be the minimal standards required to successfully perform the positions. In no instance, however, should the duties, responsibilities, and requirements delineated be interpreted as all inclusive. Additional functions and requirements may be assigned by supervisors as deemed appropriate.

In accordance with the American with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodations will be made which may pose serious health or safety risks to the employee or others or which impose undue hardships on the organization.

Job descriptions are not intended and do not create employment contracts. The organization maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.

Interested applicants should submit a cover letter and resume to resumes@certiport.com
Certiport is an Equal Employment Opportunity Employer