PRODUCT MARKETING MANAGER

TECCANADA

Do you like being the expert in your field? The go-to source for information, who thrives on challenges and looks for opportunities? We're looking for a Product Manager, responsible for determining the marketing program for the products and services in their portfolio. You'll work closely with the Marketing and Sales teams to lead projects and initiatives to increase sales revenues. This is a big and rewarding job– if you're up for the task, we want to hear from you!

RESPONSIBILITIES

Strategy & Planning

- Develop the strategy and marketing plan to drive demand for the products/services in your portfolio
- Develop product positioning and messaging to differentiate your products/services in the market
- Develop a comprehensive distribution plan for your products/services
- Determine the pricing strategy for your products/services
- Contribute to the overall strategy and marketing plans for other product portfolios
- Make strategic product decisions and be the lead resource for the rest of the organization for your portfolio

Product Support

- Manage and oversee the execution of all portfolio program elements
- Collaborate with other departments and key stakeholders to ensure all requirements to hit targets are communicated and aligned with the plan, including roles and responsibilities
- Product launch – plan the effective launch of new membership groups and manage the cross-functional implementation of the plan with all departments
- Communicate the value proposition of the products in your portfolio to the sales team
- Lead key initiatives to sustain the profitable growth of your product portfolio

Market Intelligence

- Be the expert on your portfolio – have a full understanding of the audience, current landscape, buyer's journey and sales process
- Lead research and analysis of competition and environmental factors to advance the products/services in your portfolio
- Responsible for the ongoing market research & development of your product portfolio

Analysis and Reporting

- Analyze and report on key metrics
- Determine and identify any potential risks and new opportunities
- Based on reports, communicate with the Marketing and Sales team to adjust or change your plan to ensure your portfolio stays relevant and competitive

Other

- Interdepartmental project support
- Administrative tasks as required

QUALIFICATIONS

- Bachelor's degree in business or marketing
- 5+ years of product marketing experience with at least 2 years' experience in a field facing role
- Proven experience analyzing markets and developing marketing plans
- Strong written and verbal communication skills
- Strong project management experience with ability to manage multiple competing priorities
- Exceptional attention to detail
- Ability to work independently in a fast-paced, rapidly changing environment
- Highly motivated, reliable and goal oriented
- Excellent interpersonal skills with a high level of polish and professionalism
- Ability to work collegially and collaboratively with team members and senior leaders
- Willingness and ability to travel

COMPANY OVERVIEW

TEC Canada is a member-based peer advisory community of over 1200 chief executives, entrepreneurs and business owners from across Canada. We have a 30-year track record of helping leaders achieve personal transformation, leadership excellence and enterprise success through the power of confidential group meetings, one-to-one executive coaching, business thought leadership and a global network of over 20,000 business leaders. Every member participates in a confidential group, meeting regularly to interact with business experts and draw on the first-hand experience of their peers, exchanging direct, honest feedback to hold one another accountable and advocate success.

TEC Canada's corporate office is located at the west end of Calgary's downtown core. Our office is beautifully appointed (including a sunny deck, BBQ and shower/locker room) and offers great proximity to the Bow River pathway system, the LRT, and Kensington.

To apply for this position, please send your cover letter and resume to careers@tec-canada.com.
Please include "Product Manager" in the subject line.

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