



Job Title: Product Storyteller
Department: Marketing
Reports To: VP Worldwide Marketing
Location: San Antonio
Direct Reports: None

NewTek, the Emmy Award winning provider of innovative solutions for Graphics, Film, and Television Production, recognizes that employees are at the core of its success. We recruit and retain highly qualified, motivated, and passionate individuals and provide them with an environment to grow, succeed, and share in the company's success.

DESCRIPTION

The Product Storyteller is responsible for defining, messaging, positioning, and differentiating NewTek's products and services, and communicating their value to customers and prospects. As Product Storyteller, you will craft compelling product messaging and content, and contribute to the success of cross-functional product launches.

RESPONSIBILITIES

- Work with product management to define new products and develop core messaging and positioning to be leveraged by executive leadership, marketing and sales
- Collaborate in the cross-functional product launch process and in the production of customer-facing deliverables to include website content, product sheets, demand generation assets, and other items as required
- Develop and maintain product information library to include product messaging, features, specifications, technical data, and presentations
- Identify optimal mechanisms and requirements for delivery of product information through all stages of the purchase cycle, to include webcasts, presentations, data sheets, videos, etc.
- Represent NewTek in engagements with customers, channel partners, industry peers, and media, to include trade show attendance, product demonstrations, spokesperson duties, and thought leadership opportunities
- Identify and participate in professional development opportunities to increase industry knowledge and implement best practices in installing processes and achieving objectives

REQUIREMENTS

- 5+ years experience in enterprise product marketing and/or sales enablement, with demonstrated success in defining, launching, and communicating the value of complex technology products
- Knowledge and understanding of the live video production market, to include buyers and buying criteria, key business drivers, market trends, and the competitive landscape
- Knowledge and understanding of NewTek products
- Excellent writing, presentation, and training skills, specifically the ability to effectively communicate complex ideas and concepts
- Ability to understand and utilize the appropriate mix of development and deployment tools and vehicles to achieve marketing objectives

- Time management and organization, with the ability to work on multiple projects simultaneously and meet aggressive deadlines
- Team player with the ability to build positive, collaborative relationships and trust with marketing, engineering and sales.
- Self-starter demonstrating ownership and accountability, with the ability to act independently while supporting organizational goals
- Willingness to travel up to 15%, including internationally

Contact Name: Donetta Colboch

Email: donetta@newtek.com