



Product Marketing Manager

Department:	Product Management
Reports to:	VP of Product Management
Direct Reports:	None
Indirect Reports:	None
Works Closely With:	Marketing Sales Engineering

Duties, Responsibilities and Accountability

Champion the full line of NewTek live production products through the creation of diverse product marketing deliverables that are rooted in solid technical understanding and proven marketing strategy with the goal of providing measurable business results and continued growth for the company.

Engage in various aspects of product marketing, sales support, partner engagement, and internal training under the supervision of the vice president of product management (VP).

Responsible for execution of and/or participation of multiple types of activities, including but not limited to:

Product Marketing

- Collaborate with the VP on go-to-market strategy for products and services
- Partner with marketing to coordinate the day-to-day activities of product launches
- Be a storyteller for NewTek's corporate vision, individual products, solutions, and market segments
- Provide solid value propositions, differentiators, positioning, and messaging for all offerings
- Generate marketing materials for website, campaigns, demand generation, social media, resale channel, and events
- Write and edit content for presentations, press releases, articles, application notes, case studies, whitepapers, product guides, scripts, emails, and newsletters
- Work with marketing to produce product, solutions, case study, and corporate image videos
- Gather product data and specifications from engineering
- Liaise with OEM partners to ensure proper product marketing deliverables on joint product offerings
- Participate in market research and competitive analysis
- Provide feedback on customers, trends and technology for product planning and development

Sales Support

- Work closely with sales to effectively communicate product information for various buyer personas.
- Manage and curate content available to the sales team

- Create and deliver training for new products, solutions, and workflows to the sales team
- Generate other sales tools, as needed
- Accompany sales on important customer calls to provide presentations
- Be available as an informational resource for sales team members engaged in opportunities

Partner Engagement

- Develop easily digestible content that communicates primary messaging and core business values to channel partners with limited attention spans
- Create concise “Lunch & Learn” presentations that can be watched on demand or delivered in person to resellers and distributors by NewTek sales staff
- Create and deliver training for new products, solutions, and workflows to the channel
- Manage and curate content available to channel partners
- Work with OEM partners to develop co-marketing opportunities in conjunction with the marketing team

Internal Training

- Provide basic overview training of new products and workflows to NewTek technical support team members and other staff, as needed

Job Requirements

Knowledge/Education/Training

- Bachelor’s Degree or higher in marketing, media, electronics, or IT
- Knowledge of video switchers, graphics systems, servers, SAN/NAS storage, asset management, video cameras, streaming devices, and video infrastructure products
- Understanding of software virtualization, networking, cloud, and SaaS
- Familiarity with CRM and social media platforms
- Experience with video and digital media production
- Proficient in Microsoft Word/Excel/PowerPoint/Visio

Traits

- Passionate about the video production industry
- Able to take complex technical details and convey the information to others in an easy-to-understand manner
- Excellent writing and communication skills
- Good teaching skills
- Strong interpersonal and observational skills
- Organized and very detail orientated
- Self-starter and quick learner with the ability to work under minimal supervision
- Enthusiastic
- High tolerance of ambiguity
- Team-oriented
- Problem solver
- Able to work co-operatively with and across all company departments

Experience

- 10+ years of experience in marketing, product marketing, or product management in the video production industry

- Background in technical training is a plus
- Background in system design and implementation would be helpful

Other

- Willing to travel (up to one-third of the time)
- Valid passport
- Valid driver's license

Physical Demands

- Office environment
- Occasional requirement to set-up equipment – involves lifting up to 50 lbs., reaching, bending, stooping, etc.

Work Environment

- Office & home office
- Travel required (up to 25% of the time)

Contact: Brian Olson

Email: bolson@newtek.com