

DIRECTOR OF PRODUCT MARKETING

DEPARTMENT: MARKETING

LOCATION: CANADA

JOB DESCRIPTION

POSITION OVERVIEW

Reporting to the President, the Director of Product Marketing is responsible for leading a small team to develop and execute clearly defined marketing and communications strategy in a hands-on manner that supports consistent business growth and brand awareness. A critical part of this role is providing high quality engaging content to support the sales cycle from start to finish and accelerate the sales cycle and pipeline growth.

ROLES AND RESPONSIBILITIES

- Responsible for marketing communications including sales collateral, branding, public relations, advertising, white papers, tradeshow, seminars and events collateral materials, analyst and market research management, and website design and content either directly or on an outsourced basis.
- Oversee product positioning including market and customer research for market, targeted account-based marketing and product requirements. Interface directly with customers to further define market direction.
- Act as spokesperson for the company with press and analysts and at industry events.
- Provide input to engineering with respect to product development and also to the management team regarding product lifecycle management.
- Oversee product marketing including product launch management and assist with sales training, sales tools and competitive analysis.
- Strategic planning including corporate positioning, market and competitive analysis, customer segment selection and penetration plans, and related product positioning.
- Define and direct marketing programs for demand creation, lead generation and outreach methodology to create brand awareness; interface with the Sales team to continuously optimize lead tracking and management.
- Work closely with Sales team to develop and manage channel and partner strategies and programs.
- Develop and track metrics and success criteria for all marketing programs and activities.
- Develop internal processes and methodologies to optimize work flow.
- Define the appropriate marketing organization size to scale the team to meet organizational growth needs as the company grows

SKILLS AND EXPERIENCE

- Must have experience marketing solutions and/or services to asset intensive companies in the maintenance and reliability and asset management space including a strong understanding of Enterprise Asset Management, Asset Performance Management and Industrial IIoT solutions.
- Degree or college diploma in business or a combination of education and experience.
- 8+ years of industry experience in progressive marketing roles, working in a dynamic environments with exposure to a variety of business situations and operational responsibilities. A track record of building and introducing new products to market is required.
- Outstanding interpersonal skills and an established reputation for impeccable integrity and values are key personal attributes of the position. Strong communication skills (writing, verbal and presentation). Ability to grasp concepts and technology rapidly. Highly self-motivated, organized and professional.

SUBMIT YOUR APPLICATION TO:

HR@HUBHEAD.COM

WWW.NRX.COM

