

JOB TITLE: PRODUCT MARKETING MANAGER

LOCATION: STAMFORD, CT

FLSA STATUS: EXEMPT

GENERAL SUMMARY

The Product Marketing Manager is responsible for developing and executing all traditional product marketing activities, including go-to-market strategies, product positioning and messaging, and sales materials development and training. Conducts detailed analysis of selected markets, customers, and competitors for use in the formulation of business and product strategy, marketing requirements and supporting programs. Must be action and detailed oriented with experience in sales and marketing including solid experience and demonstrated success in working with cross-organizational teams to achieve superior results. The ability to multi-task and manage projects under pressure along with an unwavering persistence, commitment, passion and optimism for this work is essential.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- The Product Marketing Manager will play an integral role in defining and managing product strategy, positioning, and messaging for assigned products.
- Performs in-depth market analysis to identify and quantify market trends and opportunities, and determine future product directions,
- Produces market requirements documents (MRD).
- Positioning, messaging, and promoting of the product, along with managing the progress of the product through all phases of its' market adoption and product life cycle.
- Develops pricing and packaging models to meet business objectives.
- Gathers competitive information, builds competitive models, prepares analyses to strengthen overall competitive position, and communicates competitive intelligence within the company to maximize competitive readiness.
- Develops and implements marketing tactics that support revenue-generating activities. These activities include creating sales and marketing materials (i.e. presentations, demonstration scripts, product data sheets, application notes, white papers, and other marketing collateral), as well as providing content and expertise to assist in the response to RFI/RFP requests.
- Supports customer/prospect visits to identify customer business needs, and buying and use criteria related to products and target markets.
- Works with the sales management teams to define the appropriate selling strategies to maximize market penetration and achieve targeted goals.
- Coordinates all aspects of the product introduction.
- Prepares the launch plan, and work closely with Sales, Product Management, Services, and Engineering resources to ensure the successful launch and marketing of assigned products.
- Subject matter expert on designated products. Represents the company at customer visits, trade shows, and other customer/industry venues. Prepares and delivers subject matter presentations, white papers, training, etc.

COMPUTER/SOFTWARE

IBM PC - Proficient in Microsoft Word, Excel, PowerPoint, outlook.



Job Description

PRODUCT MARKETING MANAGER

October, 2007

EDUCATION

BA or BS in Business Management, Computer Science, Marketing or an MBA advanced degree desirable,

EXPERIENCE

5+ years in the information systems, consulting and prior experience as a Product Manager or Product Marketing required. Demonstrated track record creating and executing revenue generating marketing programs. Experience in the Life Sciences, Pharmaceutical Industry particularly in drug safety, pharmacovigilance and/or drug medical device clinical trials is required.

OTHER

Must be multi-tasked, detail oriented. Requires excellent interpersonal, written and oral communication skills Ability to communicate complex technical analysis to technical and non-technical audiences. Ability to analyze complex business and data. Strong project management skills with the ability to coordinate, manage and ensure the success of ArisGlobal's products.

WORKING CONDITIONS

Normal office environment. Ability to work under stress and tight deadlines. Ability to travel 50% domestic and internationally as required.

HOURS

Standard Hours 40 hours per week, one hour lunch, Monday – Friday. Additional hours as needed.

ArisGlobal is an Equal Opportunity Employer/ Committed to Diversity

VERSION/APPROVALS

Date Created:	February 14, 2008		
Version	Date	Sections Affected/Reason	
1.0	February 14, 2008		
Approvals:			
Approved by Division Head:		Date:	
Approved by VP HR:		Date:	