

Product Marketing Manager

This very exciting opportunity is for an entrepreneurial focused marketer. We are seeking an individual to establish the Marketing function in this exciting Healthcare Simulation Technology company and to help drive the positioning and adoption of our introductory product line to the Healthcare Simulation market.

Job brief

We are looking for a Product Marketing Manager that will lead and develop our initial and sustaining outbound marketing activities. Initial efforts will be working with internal teams and key customer reference sites to establish go to market strategies for initial product launch. You'll be responsible for presenting our products in ways that resonate with customer needs, will strengthen our brand and drive sales.

For this role, you must be a self-driven, creative and quantitative thinker. You should be familiar with various product marketing techniques like development and management of reference accounts, integrated marketing campaigns, pricing strategies and support of channel partners. You will serve as a key interface representing customer needs and priorities to our internal development teams.

Your goal will be to develop and implement the most profitable plans to position and launch our introductory product offering in the commercial Healthcare Simulation market.

Responsibilities

- Study and become expert in company products.
- Close interaction with key thought leaders to seek feedback on most compelling user benefits of our products and solutions.
- Translate technical details into benefits for the user.
- Follow and analyze market trends to position products.
- Develop product marketing strategies (pricing, advertising, product launching).
- Craft compelling messages across marketing channels (landing pages, ad campaigns, PR, trade shows).
- Work with various teams (design, content, acquisition, product, sales) to implement strategies.
- Test marketing product features, releases and ad copy.
- Evaluate projects using relevant KPIs and feedback from existing and prospective customers.

Requirements

- Proven experience as a Product Marketing Manager or similar role.
- Experience in market analysis.
- Familiar with product marketing tactics (e.g. integrated marketing campaigns, trade show exhibits).

- Working knowledge of web analytics tools.
- Excellent communication skills (writing and verbal presentations). Keen eye for detail.
- Familiarity with virtual presentation platforms.
- Analytical mind and strong quantitative skills.
- BSc/BA in Marketing, Communications or similar field.
- Past experience in Healthcare or Technology fields a plus.
- Ability to travel to customer sites and trade show exhibits.