

# Job Description

Title: Product Marketing Manager Cost Ctr:  
Work Location: Addison, TX Position Status:  Full-time  Part-time  
Division & Department: Marketing  
Position Reports to: Chief Marketing Officer

## JOB SUMMARY

The Product Marketing Manager (PMM) relies on knowledge of and experience with analyzing target markets and translating requirements to impactful sales enablement tools at the product and solution level. The PMM develops and oversees new product and solution launches and customizes external materials to suit different audiences. This job requires basic understanding of marketing strategy and practice as well as an understanding of the product management process. Advanced knowledge in marketing research and the ability to work independently with little supervision is required.

## SUMMARY OF ESSENTIAL JOB FUNCTIONS

The essential functions listed below are representative of the functions that must be performed in order to satisfactorily fulfill the purpose of this job. Additional functions and duties may be assumed or assigned from time to time.

- **Decision Maker Behaviors and Trends.** Understand decision maker behaviors and trends throughout the buyer journey, develop/maintain buyer persona research, and ultimately serve as the resident expert on target customer demographics, needs, requirements, etc.
- **Product Messaging.** Develop product positioning and messaging that differentiates products and services in the global market.
- **Sales Enablement.** Create collateral and videos and present across the company to conduct knowledge transfer of features, benefits, and key market differentiators.
- **Product Release Planning.** Work closely with Product Management to create a marketing calendar, plan and launch new products/services.
- **Competitive Intelligence & Market Trends.** Conduct ongoing research on competitors and the market and identify areas for opportunity and growth from both a product and branding standpoint.

## KNOWLEDGE, SKILLS AND ABILITIES [education, certification, experience, general skills)

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skills and/or abilities required to satisfactorily perform the essential functions of this job.

- Working knowledge of product development, management, and marketing processes/standards
- Has worked with sales channels, including direct sales, reseller, or VAR
- Willingness to present to and engage with employees, affiliates, and/or clients via

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- product training, product promotions, and at live events
- Very strong writing and oral communication skills
- Excellent problem-solving and project management skills; proficient in project management methodologies
- Proven business and analytical skills to conduct market analysis, develop and execute go-to-market plans
- Speed and agility; ability to work efficiently and effectively under pressure, producing materials within tight deadlines
- Ability to interact with all levels of management
- Ability to manage complex projects and synthesize direction from many individuals
- Self-starter with strong work ethic and ability to manage own time and take initiative
- Bachelor's Degree in marketing, technology, business or related field
- 5+ years of experience in a B2B services product marketing role
- MBA or advanced marketing degree preferred
- Strong knowledge of Adobe Creative Cloud and Microsoft Office tools

## **SPECIAL REQUIREMENTS** [Travel %, language, etc.]

- Able to travel (US and International) to events as required, less than 20% travel

## **COMPANY VALUES**

All Authentix employees are expected to embrace our Company values in the performance of their respective tasks and duties.

Always with *integrity*.....Authentixians value:

- Teaming and collaboration
- Advancing science and technology - for a better world
- Dedicating ourselves to our clients' success
- Competing and winning in the marketplace

## **WORK REQUIREMENTS**

The work environment characteristics are representative of those an employee encounters while performing the job. Authentix is committed to complying with all applicable provisions of the Americans with Disabilities Act (ADA), the ADA Amendments of 2008 and all applicable state and local laws concerning disability accommodation. Reasonable accommodations will be provided to individuals with known physical or mental disabilities if such accommodation would not impose an undue hardship on the company, and would enable the individual to apply for, or perform, the essential functions of the position in question.

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## **NOTIFICATION**

This Job Description is intended to describe the general nature and level of work being performed by people assigned to this job and is not considered an exhaustive list of all responsibilities, duties and required skills. This Job Description does not constitute an offer of employment. The employment relationship between the Company and its employees is "At-Will" and based on mutual consent. Authentix, Inc. is an Equal Opportunity Employer.