



Job Description: USA

POSITION TITLE: Product Marketing Manager

REPORTS TO: Marketing Director

DATE: 01/11/2018

SCOPE OF THE ROLE	<p>This role owns the product marketing strategy, positioning and communication of EROAD products to the North American market. It involves working collaboratively with product managers on direction and strategy.</p> <p>You will work with our marketing team to initiate, build and deliver national product marketing campaigns and programs to drive competitive advantage.</p> <p>You will have an intimate understanding of the EROAD product set, and a focus on championing our solution and providing full visibility of the product suite to the rest of the company.</p> <p>You will collaborate with the product team to shape the future product strategy, taking into account the impact that each of our products have on other parts of the business.</p> <p>The customer experience, awareness, uptake and value created are the critical metrics.</p>
RESPONSIBILITIES	<ul style="list-style-type: none">• EROAD has built some amazing products for the transport industry. Your goal is to strategically and effectively generate industry excitement about these innovative solutions.• You will intricately understand how our products work to solve real world customer problems. This will enable you to own the message that we communicate.• You will build effective marketing campaigns that communicate the unique product values that resonate with our customers.• Deliver competitor analysis, including detailed product information, marketing activity and positioning.• Communicate key product developments, strategy, messaging and competitive differentiation to sales team, partners, customers, and at tradeshows and conferences.• Collaborate to build the EROAD product portfolio vision and be comfortable presenting this both internally and externally.• Accountable for the go-to-market plan and briefing of messaging and sales scripts for the product set.• Conduct customer workshops and feedback sessions to gain market intelligence, understand customer requirements, and drive adoption.



	<ul style="list-style-type: none">• Work with product managers to demonstrate new features to customers (pre-release) to gather feedback.
COMPETENCIES	<ul style="list-style-type: none">• Demonstrated experience in launching new products and creating and executing go to market plans.• Ability to successfully prioritise and scope work to enable the delivery of successful products at EROAD.• Appreciation and understanding of market and technology trends that affect EROAD.• Powerful communication and ability to inspire senior management, internal teams and customers through presentation, written and verbal communication skills.• Ability to apply creative, imaginative thinking to communicating EROAD value proposition to the industry.• Ability to work with other teams throughout the organization to ensure timely delivery of go to market plans and activities.• Comfortable using webinar tools and running training workshops.
PERSONAL ATTRIBUTES	<ul style="list-style-type: none">• Driven self-starter• Business savvy• Decisive• Excellent communication skills
REQUIRED EXPERIENCE	<ul style="list-style-type: none">• Graduate or post graduate degree• At least five years' product management, marketing or product marketing experience• Successfully taking a product vision or concept through the entire product lifecycle• Experience working with channel partners.

This Job Description is not intended to be complete or limiting – the role will require a proactive and flexible approach to manage tasks that support a rapid and innovative product development environment.

EROAD is in a “high growth” mode. There will be times when the role will be required to complete tasks outside those mentioned above because this role will have the relevant skills and may have higher availability than other team members.