

ROLE PROFILE

Title:	Product Marketing Manager
Function:	Product & Marketing
Reports To:	VP of Product & Marketing
Location:	Toronto
Type:	Full-Time

Role Description

The Product Marketing Manager is responsible for creating best-in-class product packaging (i.e., positioning, messaging, competitive differentiation, pricing) for Exchange Solution's products ensuring our Sales & Marketing teams are equipped with the right product-related messages, content, and collateral to efficiently generate and close new business opportunities. In addition, the Product Marketing Manager will collect & analyze valuable market / competitive research and product feedback to inform and contribute to our product prioritization, planning and roadmap process.

Primary Responsibilities

- The Product Marketing Manager will be responsible in driving our market intelligence. They will be the expert on our buyers, who are they, how they buy, what their buying criteria is and understand the dominant market & technology trends that are shaping their needs & decision making.
- Through conducting research and market analysis, you will provide a strong understanding on our competitive landscape, including positioning, feature set, go-to-market strategies, pricing, differentiators, etc.
- Create product packaging, which includes positioning, messaging, differentiators and pricing that will resonate with our target buyer personas.
- Provide Sales support through providing training to the Sales team on the problems we solve for our buyers. Participate in Sales meetings & RFPs to demonstrate products and articulate product value proposition and alignment to target buyer's needs, create product-related sales collateral and demo assets, vet prospect lists for target buyer fit.

- Provide support to Corporate Marketing through the creation of product content (e.g. website copy, blog posts, product videos, customer case studies, et al) and participate at conferences (product demo, presentations, product collateral).
- Drive the product feedback process by measuring & analyzing feature adoption, usage, sales attractiveness etc.
- Participate in the Product Management / Roadmap Process. Recommend and help evaluate new product ideas / features based on market intelligence, competitive landscape and product feedback.
- Build and maintain positive relationships with industry analysts (i.e., Gartner).

Capability Requirements – education, skills & experience

- Post-secondary education with a Bachelor's degree in business or marketing. MBA an asset.
- 5+ years of product marketing experience with a proven track record in crafting compelling product positioning (rooted in competitor analysis & market research) and product thought leadership content.
- Experience in areas relating to customer engagement, retail marketing technology, SaaS / Platform-based solutions.
- Technically fluent - comfortable dealing with technical information and can translate technical capabilities into customer benefits using simple, clear and intuitive language.
- Hands-on ability to create a range of product marketing assets (including product briefs, pricing guidelines, product demo assets, sharp succinct slide pitch-decks).
- Excellent communications skills - Must be able to present both technical and non-technical product topics to individuals at all levels of an organization.
- Excellent interpersonal skills and strong team building capability to cultivate and maintain effective working relationships, both internally and externally.
- Adaptable and can deal with ambiguity and changing (& growing) priorities.
- Proficient computer skills, including Microsoft Word, Excel, and PowerPoint.