



Senior Product Marketing Manager

Role Description:

The Sr. Product Marketing Manager will be responsible for the successful execution of InfoTycoon's key product marketing initiatives in the multifamily industry. This will include (but not limited to) effective product marketing, creating content, and collaborating with product development, corporate marketing, and sales teams.

In this role, you will:

- Prepare product marketing materials for internal and external presentations
- Develop product messaging that clearly communicates product benefits and differentiates InfoTycoon from others in the market. This includes creating product collateral, presentations, whitepapers, case studies, videos, website copy, and blog posts
- Collaborate with VP of Marketing to develop and execute product delivery and launch plans, and apply knowledge of requirements to help identify risks and prioritize tasks
 - Use market research data to create relevant marketing content
 - Research, communicate internally, and maintain SWOT analysis of competitor offerings
 - Conduct Win Loss interviews and analysis
 - Market intelligence – become an expert on potential buyers and competition
- Empower sales team by communicating and training on the value proposition of the products and develop sales tools that support the selling process of our products in collaboration with the product team
- Brief internal and external stakeholders about InfoTycoon's new and key enhancements to existing products
- Conduct product-focused client interviews, surveys, focus groups to provide feedback to product team and to inform/shape product marketing and sales collateral
- Gain insight into client use of current products, untapped opportunities and buyer personas to refine product positioning to maximize economic value of the platform
- Plan the launch of new products via cross-functional collaboration and developing launch content
- Develop the strategy in collaboration with Sales and VP of Marketing to manage the marketing programs that drive demand for InfoTycoon products

Reports to: VP of Marketing

Role based: Roswell, GA

Travel: Less than 20 %

Hours: You will need to work with teams in multiple time-zones. InfoTycoon operates with results driven philosophy, and recognizes that individual working hours may need to be irregular.



Experience Required:

- Minimum of 5 Years in Product Marketing Management in a SaaS company
- Excellent writing skills (training materials, presentations, etc.) and the ability to communicate and work with cross-functional teams at all levels in the organization
- SaaS product marketing experience, with strong experience in client acquisition cycle
- Client-focused leader with strong organizational skills and the ability to manage multiple projects simultaneously
- Demonstrated strength in problem solving and analytics, and capable of driving action plans
- Bachelor's Degree in Marketing or Business

Key Skills Required:

- **Communication** – Both speaking and writing abilities must be tapped in this role. The Senior Product Marketing Manager will frequently present information on InfoTycoon's products and tell the 'story' via various marketing channels
- **Collaborative skills** – The Senior Product Marketing Manager will work with teams across the InfoTycoon organization. This includes the sales, account management, marketing, product management, and client success teams. New product launches are inherently 'cross functional' and entail coordinating the work of many different people
- **Problem solving** – The Senior Product Marketing Manager should be able to assimilate information from a variety of sources and execute upon a strategy and roadmap for achieving product adoption and revenue targets
- **Creativity** – The ideal candidate will be able to create a vision for innovative and cutting-edge ways to deliver messages about our products to the market
- **Ownership** - The Product Marketing Manager will own the success of product content delivery per the strategy and in doing so should be able to display a sense of ownership

Other Key Responsibilities

- **Be aware of technology advances** – New technology changes in the real estate industry, and more specifically the multifamily space, could mean changes in how we deliver our solutions. The Senior Product Marketing Manager should always be looking out for ways to make InfoTycoon solutions more valuable to our clients, extend our presence, and increase the growth of our business by using multi-channel marketing methodologies and techniques