

Position Title: Product Marketing Manager

Location: National - Remote

Reports to: Director of Product Strategy

About the Company:

Approved Networks, a brand of Legrand – Data, Power, and Control Division.

Approved Networks has provided cost-effective, high-performance optical solutions to a global network of Fortune 500 Enterprise, Data Center, and Service Provider partners for 30 years.

We earned our reputation as the industry authority on OEM-alternative optical networking connectivity through a commitment to technical engineering, stringent quality standards, extensive testing capabilities, and dedicated customer service and support – before, during, and after deployment.

Over 10,000 customers in more than 40 countries trust Approved Networks' transceivers, DACs, AOCs, and passive solutions to light their networks. We do this on time and on budget with an unwavering focus on quality and reliability.

Tested. Trusted. Approved.

Job Description:

The role of the Product Marketing Manager is tactical and outwardly focused, and it is the ideal complement to the Product Manager, which is strategic and largely inwardly focused. The Product Manager and the Product Marketing Manager will collaborate in order to meet goals and help drive sales.

The Product Marketing Manager serves a critical role in the launches, promotional programs, and communication of Approved products and associated technology. This position develops, executes, tracks, and measures the effectiveness of product launches and marketing programs. Additionally, the Product Marketing Manager is responsible for the project management of key strategic marketing initiatives for brand management and data governance.

The Product Marketing Manager's role will vary in complexity based on the size of the project and the diversity of the sales model (e.g., direct, indirect, online, etc.). The Product Marketing Manager prepares the product for sale, trains the Sales Team on methods to sell it, and provides field-level sales support.



Key Duties and Responsibilities:

- Work cross-functionally with New Product Development, Product Lifecycle Management, Creative Services, Channel Marketing, Supply Chain, Pricing and the Sales Teams to develop, plan, execute, track and measure the success of product launches and programs for new, strategic and refreshed products and solutions.
- Provide thought leadership, guidance and support to the Channel Marketing teams during the development and execution of corporate marketing initiatives, customer marketing programs and other marketing efforts.
- Project management of key and strategic marketing projects and initiatives including brand management, data governance and web updates.
- Act as an intermediary to facilitate communication between the New Product Development, Product Lifecycle Management, Creative Services, Channel Marketing, Supply Chain, Pricing and Sales Teams.
- Represent the organization in various customer-facing calls and events as needed.
- Product Branding and Packaging.
- Definition and delivery of sales tools (e.g., demos, presentations), marketing collateral (e.g., brochures, data sheets), sales training, and delivery of channel partner training.
- Development and execution of product launch strategies.
- Supporting the sales process (e.g., product sales expertise, input for RFPs, etc.).
- Become the top product evangelist.
- Other assignments or projects assigned by management.

Education Requirements:

- Minimum Bachelor of Science in Marketing, Technical Writing or Computer Science; MBA preferred.

Experience:

- 3-5 years of product marketing experience, with knowledge of Approved products, services, sales channels, and customer segments.

Qualifications:

- Knowledge of connectivity for audio/video, PC, and data networking devices including associated physical infrastructure solutions including cabinets, containment, and racks for commercial applications including, but not limited to, building networks, data centers and workspaces.



- Possess excellent interpersonal and communication skills (written, verbal, and presentation) with experience in translating highly technical concepts into digestible content for varied audiences.
- Highly organized and detail-oriented with strong project management skills and the ability to manage multiple short- and long-term projects and deadlines simultaneously.
- Team player who can work well in a cross-functional environment.
- Highly motivated with strong sales initiative.
- Thorough knowledge of PCs and Microsoft Office applications, including Word, Excel, Power Point, Publisher, and Outlook.

Job Type:

This is a full-time, exempt position in a fast-paced, team-oriented environment including competitive salary, commission plan and benefits.

Benefits:

- Medical
- Vision
- Dental
- 401(k) – company match

EEO Statement:

It is the policy of Approved Networks to ensure Equal Employment Opportunity without discrimination or harassment based on race, color, national origin, religion, sex, age, disability, height, weight, alienage or citizenship status, marital status, creed, genetic predisposition or carrier status, or any other characteristic protected by law.

ADA Statement:

It is the policy of Approved Networks to comply with all federal and state laws concerning the Americans with Disabilities Act (ADA) and the employment of persons in accordance with regulations and guidance issued by the Equal Employment Opportunity Commission (EEOC). Furthermore, it is company policy to not discriminate against qualified individuals with disabilities in regard to application procedures, hiring, advancement, release, compensation, training or other terms, conditions and privileges of employment.

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