

## **PRODUCT MARKETING SPECIALIST**

**DEPARTMENT:** Marketing

**REPORTS TO:** VP of Marketing & Customer Care

**FLSA:** Exempt

### **JOB SUMMARY / DESCRIPTION:**

The Product Marketing Manager is responsible for the effective marketing of ECRS' product lineup. This includes planning, creation, development, editing, design, and strategy.

Types of communication under this position's purview include, but are not limited to: product releases, newsletters, corporate announcements, customer event content, product adoption initiatives, and disseminating product training material. This position will also assist in proofreading and providing guidance and assistance on the proper distribution of materials.

This position is responsible for management of the Product Vault and moderation of the Customer Community Forum. This role works closely with ECRS Hardware Management, Technical Support, Sales and Development teams to create product information and ensure that our employees and customers are knowledgeable of ECRS' product offerings.

### **GOAL / OBJECTIVE OF ROLE:**

- To develop and deliver an effective product marketing strategy
- To develop product communication that is consistent, clear, accurate, and effective
- To ensure communication is distributed through the proper channels.
- To ensure all messaging properly conveys ECRS' branding and messaging.
- To contribute to the design of product materials
- To ensure products are effectively released and promoted, and that appropriate educational resources are available.
- To maintain the integrity of the Product Vault.

### **RESPONSIBILITIES:**

- Collaborate with Marketing, Hardware Management, Technical Support, Sales, Customer Care, Development, and Design teams to plan and create a communication strategy to effectively promote products, services, education, and events.
- Increase overall product adoption within the existing customer base
- Create and disseminate marketing content, per communication strategies, including, but not limited to:
  - Product releases
  - Product promotions
  - Educational Opportunities
  - Product awareness and adoption

- Company News
- Trade Show and Event promotion
- Coordinate release strategy, documentation, and training materials for new products and/or new software version releases. Including, but not limited to:
  - Webinars
  - Cat U Online
  - Executive Overview Documentation
  - Internal and External Email Release
- Work with ECRS teams to create and publish product dossiers and other resources as needed.
- Serve as an editor on published marketing content
- Collaborate with Trade Show and Events Coordinator to ensure a consistent marketing message at customer events or community outreach efforts.
- Increase product visibility via news releases, application notes, technical articles, conference presentations, webinars, and promotional activities. Provide input for literature, advertisements, and other marketing components. .
- Perform other content-related duties as required.

#### **QUALIFICATIONS:**

- Bachelor's Degree (or higher) in Marketing or Communications **OR** A minimum of three years' experience in a relevant field
- Experienced in planning and content creation; ability to create high-quality promotional content, campaigns, and marketing strategy and execute with timeliness.
- Excellent communication skills both verbally and written
- Strong organizational and interpersonal skills - this role manages many products working with many individuals
- Assertive personality able to communicate needs
- Ability to develop strategy-based communication campaigns
- High quality and professionalism in both work and appearance
- Ability to manage multiple priorities with flexibility to meet changing needs
- InDesign experience, preferred but not required

#### **ABOUT ECRS:**

ECRS is a fast-paced, progressive technology company with a wide range of opportunities for quality-oriented, career-minded individuals. Geographically situated in the heart of the Blue Ridge Mountains, ECRS offers the unique opportunity high-tech career in a resort college town setting. The ECRS family is made up of energetic, outgoing professionals who love what they do for a living. They are courteous, knowledgeable people who strive for excellence in everything they do. ECRS employees work together in dynamic teams to create, sell, install, and support our best-in-class retail automation solutions.

*We believe that acceptance of diversity is one of the reasons we're successful. All qualified applicants who can demonstrate integrity will receive consideration for employment and advancement without regard to race, color, religion, gender, sexual orientation, disability, age, political affiliation, or national origin.*