

Senior Product Marketing Specialist

POSITION SUMMARY

Can you make B2B software sound sexy? Are you a writing rock-star? Are you chomping at the bit to create compelling content and persuade people to purchase B2B solutions? Do you have mad project management skills and are an expert cat rustler? Then you may have a home at Calabrio!

The Senior Product Marketing Specialist role is responsible for developing and executing go-to-market plans for Calabrio products and services. The Senior Product Marketing Specialist is responsible for the delivery of consistent messaging that highlights our differentiated value proposition in all sales collateral, conducts knowledge transfers and training of the sales force in both direct and indirect channels, and contributes core messaging for the fulfillment of marketing tactics (including lead gen activities, website, etc.). This position requires a combination of strong product marketing skills, excellent storytelling and writing abilities, project/program management, and deep understanding of how to shape core messaging to fit particular buyer personas.

CORE EXPECTATIONS

- Develops product and solution positioning, messaging by prospective buyer role, and ways to overcome competitive objections
- Manages important non-IT Calabrio projects with multiple stakeholders and personalities to drive continuous improvement and milestone achievement.
- Develops sales tools including presentations, and demonstration scripts and can effectively communicate solution benefits with internal sales teams and channel partners
- Ability to write compelling, persuasive & effective marketing collateral
- Ability to quickly learn and consume expert-level information and transform it into simple, succinct marketing messaging that is compelling to different target audiences
- Supports marketing programs, campaigns and additional assets with content and messaging to drive demand
- Research competitive solutions and maintain competitive comparisons and evaluations
- Cultivate and nurture relationships with key customers to support ongoing definition of differentiated product value
- Social and Emotional IQ – ability to effectively listen, communicate, and manage expectations all levels (down, peer, up) and political savviness (corporate agility)
- Ability to take an abstract idea, design it out, build & document the plan and deliver the details
- Develop and execute go-to-market plans and ensure internal organizational readiness

CORE COMPETENCIES

- Strong presentation and written communications skills
- Ability to quickly learn and understand Calabrio solutions and translate into audience-specific messaging
- Strong project management skills...and the personality and drive to ensure stakeholder alignment and milestone achievement.
- Highly driven self-starter with the ability to work independently and productively in a fast-moving, rapid-change environment
- Must demonstrate an ability to excel within a cross-functional team environment
- Highly organized and strong attention to detail
- Ability to handle several tasks and juggle multiple priorities
- knowledge or experience with IT and/or telecommunications is a plus, but not a requirement
- Knowledge or experience with contact center operations is a plus, but not a requirement

EXPERIENCE/EDUCATION

- 5+ years' experience in a product marketing role preferably within the B2B software industry
- Background in Journalism, copy-writing or similar fast production wordsmithing is a strong plus!
- Experience in project management. PMP certification a very strong plus.
- Experience in launching new high tech products and communicating benefits
- Demonstrated history of managing complex projects and executing on marketing plans
- Experience in conducting market analysis, developing market messaging, and communicating benefits
- BS/BA required; MBA a plus
- Domain expertise in the contact center industry either first hand or through a successful tenure at a contact center software company is a plus

MENTAL/PHYSICAL REQUIREMENTS

- Ability to sit for long periods of time depending on your position and/or getting up and down through your work shift
- Frequent alpha/numeric keyboarding
- Ability to view a computer for a long period of time

WORKING RELATIONSHIPS

- Work directly with customers and partners
- Work closely with peers, group leads and other employees and departments within Calabrio
- Reports to the Vice President of Product Marketing

COMPANY POLICY/PROCEDURES COMPLIANCE

Follow all company policies and procedures as well as local, state and federal laws concerning employment to include, but not limited to: I-9 information, EEOC, Civil Rights and ADA.

BENEFITS

We value our employees' time and efforts. Our commitment to your success is enhanced by our competitive compensation and extensive benefits package including paid time off, medical, dental, vision and 401k benefits and future growth opportunities within the company. Plus, we work to maintain the best possible environment for our employees, where people can learn and grow with the company. We strive to provide a collaborative, creative environment where each person feels encouraged to contribute to our processes, decisions, planning and culture.

To apply to this career opportunity, follow this link:

<https://home.eease.adp.com/recruit/?id=15242551>

ABOUT CALABRIO

[Calabrio](#) is a customer engagement software company that provides analytic insights to catalyze growth through customer service contact centers. The [Calabrio ONE®](#) software suite empowers everyone in an organization, from contact center agents to the CEO, with easy-to-use tools that provide a better understanding of the customer. Every customer interaction yields insights that expand customer-consciousness, which is how leading companies now drive growth and long-term corporate prosperity.

Calabrio solutions are built on an intuitive, web-based architecture that positions and accelerates the contact center as an epicenter for customer insight. A pioneer in its industry for more than two decades, Calabrio has been named “Leader” by Gartner in its Magic Quadrant for Customer Engagement Center Workforce Optimization (2015). The company is also a member of the Cisco Solution Partner Program and the Avaya DevConnect program.

Find news and information at www.calabrio.com. Follow [@calabrio](#) on Twitter.

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