

## Technical Product Marketing Manager

### WHAT IS THIS POSITION?

Are you an experienced and motivated product marketing professional with passion and experience with a technology platform seeking to join an innovative software company? If so, then read on.

The Technical Product Marketing Manager role is responsible for developing and executing go-to-market plans for Calabrio products and services. Your unique skill set and technical knowledge will carry into our overall sales enablement conversations. We're looking for an energetic, motivated self-starter that has a passion for technology and can translate the capabilities of a technology solution into sales messaging and positioning. Reporting to the Sr. Director of Product Marketing, the Product Marketing Manager is responsible for the delivery of consistent messaging that highlights our differentiated value proposition in all sales collateral, conducts knowledge transfer and training of the sales force in both direct and indirect channels, and contributes core messaging for the fulfillment of marketing tactics. This position requires a combination of strong technical, marketing skills, project/program management, knowledge about the competitive landscape, and deep understanding of buyer personas.

### WHAT YOU'LL BE DOING

- Develops product and solution positioning, messaging by prospective buyer role, and ways to overcome competitive objections
- Defines and delivers technical solution benefits, positioning and expertise to sales reps & sales engineering teams
- Translates and articulates technology platform messages (i.e., administration, security, integration, etc.)
- Develops sales tools including sales scripts, presentations, and demonstration scripts and can effectively communicate solution benefits with internal sales teams and channel partners
- 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 customers in strategic vertical markets 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 the plan and deliver the details
- Develop and execute go-to-market plans and ensure internal organizational readiness

## IF YOU HAVE THESE SKILLS, CALABRIO IS LOOKING FOR YOU!

- Previous enterprise software product marketing experience
- Deep understanding of enterprise software environments, scalability & high availability
- Experience with Cloud/SaaS applications & technologies
- Broad understanding of architecture & technical integrations
- Experience working with product management & engineering/development
- Experience with one or more of the following:
  - Hands on experience with technology
  - Voice/Data networking or administration professionals
  - Hardware or Systems Integrations
    - MS Windows/Azure
    - Virtual Infrastructures
    - Gateways/Routers/Switches
    - CRM
    - SaaS Platform
    - Security and Compliance
  - Analytics/Data warehouse/Business Intelligence solutions
  - Performance or other Metrics based evaluation/management solutions
- Experience with one more of the following industries/verticals
  - Contact Centers
  - SaaS
  - Healthcare
  - Financial
  - Retail
  - Logistics

## EXPERIENCE/EDUCATION

- Experience working with commercial B2B SaaS applications
- 7-10+ years' experience in a product marketing role preferably in the high-tech industry
- 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
- Domain expertise in the contact center industry either first hand or through a successful tenure at a contact center software company
- BS/BA required or equivalent experience; MBA a plus

## 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 learn more about our company please visit: [www.calabrio.com](http://www.calabrio.com).

## INTERESTED IN THIS OPPORTUNITY?

To apply for this position, click [here](#)!

## 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](http://www.calabrio.com). Follow [@calabrio](#) on Twitter.

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