



## JOB DESCRIPTION

**POSITION: PRODUCT MARKETING MANAGER**

**FUNCTIONAL AREA: SALES & MARKETING**

**LOCATION: PCI Markham (Toronto) Location**

**Department: SALES & MARKETING**

Reporting to the Vice President, Sales and Marketing you will direct, manage, and coordinate the development and execution of effective marketing strategies for specific products and product lines, including solutions.

The Product Marketing Manager (PMM) is responsible for the planning of PCI's products throughout the product lifecycle, including: gathering and prioritizing product and customer requirements; defining the product vision; and working closely with engineering, sales, marketing and technical customer support, to ensure proper market positioning and messaging. The PMM also ensures that the products support the company's overall strategy and goals.

### **Responsibilities**

- Develop business plans and product positioning in the marketplace for PCI's products/product lines, including COTS and Solutions products, and support services for same
- Perform market research, monitor competitive activity and identify customer needs
- Create competitive intelligence research and library
- Research technology partners; interface to same
- Develop pricing and support strategies; manage same
- With the Technical Product Manager (TPM), plan, direct project resources, activities and costs, ensuring success against features, schedule, budget, quality objectives, and project goals
- Interface with engineering and sales to develop new products or enhance existing products or product lines
- Manage product launches including: go-to market strategies; focus groups; resourcing; costing; etc.
- Develop demo strategies and associated scripting
- Be responsible for the development of product-oriented marketing content, including webinars, web content, white papers, benchmarks, proposal templates, etc.
- Manage sales rollout and channel education
- Develop sales and partner training
- Speak to customers, prospective customers, and learned societies and gatherings on behalf of PCI Geomatics
- Abide by all company policies, procedures, quality standards and monitoring systems

## **Requirements/Knowledge/Skills**

- A documented track record of bringing products to market. You understand how to work effectively with sales and engineering to leverage business intelligence and maximize impact
- Knowledge and skills in product marketing within a software or systems environment
- Proven leadership skills
- Excellent presentation, communication and interpersonal skills
- Detail-oriented with superior planning and organization skills
- Results and deadline-oriented
- Experience with Geomatics market
- Willing and able to travel internationally (when required)

## **Education/Experience**

- University Degree/College Diploma in Computer Science, Engineering, or a combination of education/experience in a Geomatics related field
- Knowledge of a broad range of GIS/Image processing software packages.
- 5+ years' experience in complex technical environment

## **Assets**

- Fluency in a second language (French, Spanish)
- Project Management training
- Knowledge of PCI Geomatics' products