



Position Description

Title: Product Marketing Manager

Reports To: Director of Product

Department: Product Management

Location: Victoria, British Columbia

Date Prepared: January 2019

BACKGROUND

FTS - Forest Technology Systems Ltd. is a world leader in reliable, easy to use, remote environmental monitoring systems and software that provide our customers with timely high-quality data to make critical decisions during extreme weather events and long-term climate studies. FTS is a growing, privately held Victoria-based company that is committed to industry leading excellence and innovation.

PRIMARY JOB OBJECTIVE

As the Product Marketing Manager, you will be responsible for developing, managing and communicating FTS's brand, product and service messaging to our global B2B and B2G markets. Working closely with product management, sales, service, business development and senior management, the successful candidate will be relied upon to develop copywriting, media production, sales collateral, presentations, digital content, social media and email marketing. The ideal candidate enjoys working in the trenches themselves as the subject matter expert and content developer, while leading our marketing agency in design, layout and finishing activities.

DUTIES AND RESPONSIBILITIES

- Position the company as the visionary leader in the remote environmental monitoring space, by confidently steering product marketing development and execution, with feedback from stakeholders.
- Create, maintain, iterate, and improve audience-specific messages and sales tools as part of the new product development team as well as supporting ongoing and diverse business development needs. Whether it's a presentation, video, website page, white paper, blog post, case study, webinar or demo tool, you will be the one identifying the needs and delivering the outputs.
- Update and optimize product positioning and messaging based on customer feedback, market trends, industry terminology, and the competitive landscape.
- Assist in the preparation of customer bid responses.
- Analyze monthly marketing-centric success metrics and KPI's tracked by our agency and identify opportunities to improve results. Where possible, show ROI to demonstrate marketing's impact on sales success.
- Champion and protect the brand, serving as a brand ambassador. Assure adherence to Brand Guidelines internally and externally, updating the Guidelines as required.

- Plan and coordinate with sales operations, all logistics associated with large tradeshows and other conference events. Ensure that they are executed according to plan.
- Manage inventory of marketing materials, including investigation of new options.
- Manage external resources including print suppliers, freelance talent, online partnerships, advertising opportunities and company memberships as required.
- Coordinate the creation and delivery of FTS Connect, the internal quarterly company newsletter.
- Provide support for other areas of the department as required.

QUALIFICATIONS

Education and Experience

- Bachelor's degree in marketing or product marketing or related degree, with 3 to 5 years recent, related experience.
- Technical background preferred.
- Pragmatic Marketing certification preferred.
- Experience developing content as the subject matter expert.
- Experience coordinating exhibitions at tradeshows and conferences.
- Experience with WordPress, SEO, social media and webinar tools an asset.
- Familiar with JIRA, AdWords, webstore, Salesforce and Stripe online payments an asset.

Other Required Qualifications

- Energetic, enthusiastic and positive. You work hard and enjoy celebrating success.
- Strong executive presence and credibility, with a reputation for unquestioned integrity.
- Accountable and achievement focused. You work autonomously to hit your goals and are proud to do so.
- Self motivated and very organized. You have your systems and have proven they work.
- Comfortable operating in a highly dynamic and at times ambiguous environment.
- Able to build strong relationships with customers, team members and suppliers, both local and remote.
- Excellent, compelling written and verbal communicator.
- This position may be required to travel globally to represent FTS and/or support tradeshows as required.

Desired Qualifications

- Experience with government customers.
- Experience with channel marketing.
- Understanding of remote environmental monitoring.
- Experience working in an ISO certified organization.