

VigiLanz®

Title: Product Marketing Manager

Department: Marketing

Location: Minneapolis, MN

Description and Purpose of Job:

As a product marketing manager, you are responsible for making your products “fly-off the shelf.” This role is not about doing demos or presenting product features (although these may sometimes occur). Rather, this role is the glue that binds our product strategy to the tactics we need to drive success in sales and marketing and to achieve results, measured by top-line revenue growth. You will be the product evangelist and will play an integral role in organizing product launches.

You know our competitors like the back of your hand: what they do today and what they plan to do in the future. You also know our buyers better than they know themselves, including how they make their buying decisions. This isn't guesswork. You back up strategic insights with market evidence and then use that knowledge to drive the development of positioning and messaging that resonates with buyers and empowers our sales channels to be successful.

You will collaborate with our marketing team to develop innovative programs that drive demand. An attention to detail and eye for quality are critical to your success, along with an ability to grasp and present our product's value proposition in a way that resonates and clearly articulates how we solve our buyers' problems. You are obsessed with tracking performance, and have the data to prove what's working and what isn't.

In addition to the marketing team, you will regularly collaborate with the product, sales and customer success teams; it's a balancing act that requires strong diplomatic skills, including knowing when to push back and when to dive in.

Major Duties and Responsibilities

- VigiLanz Product SME—be proficient in communicating the core functionality of existing and new VigiLanz products, the markets they serve, the problems they solve and the value they deliver.
- Owner of the Go-To-Market (GTM) strategy and process for new and existing products, coordinating with product for tight alignment with the product development roadmap, marketing for the development of messaging, communications, campaigns and promotions, and sales to ensure they are training and set up for success with targets, leads and sales tools.
- Collaborate with the entire commercial operations team: product, sales and marketing to develop product positioning and messaging that resonate with our target buyer personas.
- Understand and document our buyer's process, including where they get information, and the *who*, *what*, *when* and *why* behind the decisions they make. Then drive changes to our sales and marketing processes based on what you learn.

- Develop a marketing plan for all VigiLanz products in conjunction with our marketing team, including key activities and budgets to support the retention of existing customers and the acquisition of new customers.
- Assess the effectiveness of the marketing programs that support your products on an ongoing basis, and report back to the business on required changes.
- Act as the primary thought leader for the products you support externally, including speaking engagements and written works.
- Understand and support our sales channels; train them on the problems we solve for our buyers and users; develop internal tools and external collateral and teach them how and when to use it.
- Assist with strategic initiatives, including developing pricing strategies, market segmentation, and new market assessment.
- Understand the competitive landscape—be an expert on our competition and how they are positioned.
- Market intelligence – support market research initiatives, capture and communicate market insights with impact to commercial operations and overall VigiLanz business strategy.

Education / Experience Requirements:

- 5+ years of software as a service (SaaS) B2B healthcare product marketing experience with at least 2 years of experience in a market-facing role (e.g. delivering presentations to customers and prospects, conducting competitor analysis and market research)
- Comfortable using CRM and marketing automation tools such as Salesforce, Pardot and Google Analytics.
- Exceptional ROI-tracking skills, able to prove what is –or isn’t—working
- Excellent people and management skills to interact with staff, colleagues, cross-functional teams and third parties. Team player!
- Must be a strong public speaker, comfortable in front of large, senior groups, and a solid writer.
- Bachelor’s degree in business or marketing; MBA preferred.
- Pragmatic Institute Certified (PMC) III or higher preferred.