

VigiLanz®

Title: Product Marketing Manager

Department: Marketing

Location: Remote Position – Minneapolis Location a Plus

Description and Purpose of Job:

VigiLanz is seeking an experienced Product Marketing Manager responsible for owning all product positioning, messaging, and go-to-market strategy initiatives. The person in this highly strategic role will be a key driver for the growth of VigiLanz, outlining the value proposition and unique selling points of all solutions and services, enabling sales and customer success teams, ideating go-to-market strategies, executing on new product launches, and promoting the VigiLanz suite of solutions across all current and new market segments. 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. The ideal candidate is a strong storyteller able to embody the voice of the customer and bridge the gap between what our solutions can do and why that matters to a different range of audiences, thus differentiating VigiLanz from the competition.

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 product launch process and Go-To-Market (GTM) strategy 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 trained and set up for success with targets, leads and sales tools.
- Partner with Clinical, Product, Sales and Marketing teams to develop product positioning and messaging that resonates with our target buyers.
- Partner with Sales, Product and Clinical teams to develop a marketing plan for all VigiLanz products, including key events, campaigns, strategies and budgets to support the acquisition of new customers and retention of existing customers.
- Manage the development and execution of marketing campaigns. Monitor, analyze and report on campaign performance and identify adjustments needed to improve results.
- Understand and support the needs of the Sales team; train them on the problems we solve for our buyers and users; develop sales tools (including both internal and external collateral), and teach them how and when to use it.
- Understand the competitive landscape—be an expert on our competition and how they are positioned. Develop and maintain competitive battlecards and host regular competitive knowledge-share sessions with sales and other key stakeholders. Develop messaging and campaign strategies to win against top competitors.

- Market intelligence – support market research initiatives, capture and communicate market insights with impact to commercial operations and overall VigiLanz business strategy.
- Assist with strategic initiatives, including developing pricing strategies, market segmentation, and new market assessment.

Education / Experience Requirements:

- Minimum 8-10 years of software as a service (SaaS) B2B healthcare product marketing experience
- Pragmatic Institute Certified, or equivalent product marketing certification
- Excellent communication skills, both written and oral, with experience creating marketing and product messaging, positioning, storytelling and thought leadership content
- Strong presentation skills and highly comfortable interacting with stakeholders at all levels
- Excellent people and management skills to interact with staff, colleagues, cross-functional teams and third parties.
- Basic understanding of digital marketing, comfortable using CRM and marketing automation tools such as Salesforce, Pardot and Google Analytics.
- Bachelor's degree in business or marketing; MBA preferred.

[Interested candidates, please submit resume to:](#)

[Peggy Prideaux](#)

[Human Resources](#)