



Job Outline

Name:			
Position Title:	Product Marketing Manager	Department & Cost Center:	Americas Marketing
Reports to:		Location:	New York

Position Overview

Define position overview. What would you tell someone if asked “What do you do”? – write one or two sentence description or bullet points to describe what the role encompasses. Use easy to understand language and terminology and be as specific as possible.

- Responsible for product marketing for the Maternal/Newborn, Laerdal Global Health, and Pediatric portfolios in the United States, Canada, and Latin America.
- Develop a discipline of customer knowledge and empathy within the Professional Education and Healthcare Provider market segments with a focus on the customer’s clinical and educational needs.
- Serve as Americas Launch Manager and participate on the global launch teams for new products within portfolio.
- Contribute to the readiness and success of products’ sales channels.
- Manage the internal and external communication requirements for the portfolio.
- Maintain deep understanding of market needs and share information with SMS colleagues, channel partners and product portfolio owners.

Position Holder is Accountable For:

Define accountabilities. Accountability is being answerable for the result. List the key areas, projects, implementations or applications that the individual is solely accountable for or has the primary decision-making authority. The purpose for defining these accountabilities is to clarify what the employee is accountable for and to agree exactly on the scope of authority. Accountabilities may not be applicable for all roles.

- Accountable for driving market activities to acquire and maintain customers and reach revenue goals.
- Develop and maintain relationships with collaborative partners and internal departments as required for the successful development and implementation of portfolio products.
- Develop sales collateral (print and electronic), content, and tools and provide training and support to the sales channel to ensure readiness to successfully sell.
- Initial contact for all form, fit, and function questions pertaining to products.

Responsibilities:

Describe primary responsibilities. The Responsibilities describe the most important and frequent actions that are taken by the employee in support of their role. These activities should represent approximately 80% of the time spent on the job. The intention is to provide a concise overview of the job, not to provide “how to” or “step-by-step” details.

Support Global Initiatives

- Support regional execution of global program launches.
- Execute regional tasks on specific global initiatives for the complete marketing mix following the direction of the group Business Units.

Collaboration

- Develop/maintain strategic relationships with key thought leaders, partners and organizations within the patient care segment.

- Lead cross-portfolio groups to ensure partner solutions are launched and supported.
- Frequent interaction with the Sales and Patient Care Simulation Specialist Teams to understand the needs of the sales teams and customers.

Support- Support the sales channels with market and product expertise

- Presentations & Demos: Produce standard product presentations and demo tools that can be used by the sales team.
- Event Support: Provide product and market expertise for conferences, tradeshow, webinars, and seminars.
- Channel Support: Provide ongoing support for the sales channel.
 - Create all necessary print, web, and email communications.
 - Participate in the creation of interactive channel support materials including product demonstrations, ROI calculators, and digital sales tools.

Readiness- Ensure the organization’s ability to sell and support assigned products

- Collateral: Create collateral for buyer personas focused on specific steps of the buying process.
- Sales Tools: Create tools for sales focused on specific steps of the selling process.
- Channel Training: Design and deliver training programs to help the sales channels use and sell the products.
- Work with internal resources or Patient Care Simulation Specialist team to conduct webinar and hands on training for partner awareness.
- Conduct training for new hires, sales, sales support, marketing, customer service, technical and educational support teams.
- Participate in regional sales calls and meetings, and conduct trainings for team members such as sales support, inside sales, and technical support.

Programs- Create go-to-market programs aligned with the buying process

- Marketing Plan: Articulate strategies and tactics for generating awareness and leads.
- Launch Plan: Ensure that all departments are prepared for new product releases.
- Lead Generation: Generate and nurture qualified leads.
- Referrals & References: Nurture relationships with customers to produce testimonials and user stories.

Planning- Connect business plans with the organizations to develop, promote, and deliver solutions to the market

- Positioning: Describe products by their ability to solve market problems. Create internal and external messages focused on key buyers or personas.
- Buying Process: Research and document the process target personas use to select products and the barriers they face.

Business- Formalize product plans to deliver profitable solutions for market problems

- Pricing: Establish pricing models, guidelines, and procedures.
- Focus: Filter opportunities and focus on those with the greatest potential for the organization.

Requirements:

Education required to fulfill this role:

- Bachelor’s Degree required.

- Minimum of 5 years experience in product management or marketing.
- Experience in the healthcare field and or hospital market desirable.

Working Hours:

- Hours may vary and will require evening and weekend work depending on business needs and will require working overtime.

Working Environment:

- Work performed in office setting, with travel as needed.

Travel:

- Travel up to 10-20 days per quarter for fieldwork to maintain close familiarity with field and competitive market conditions through contact with key customers. Flexible travel schedules requiring some weekend travel.

Physical Demands:

- Ability to lift and carry demonstration product (maximum of 90 pounds).