



We're looking for a Product Marketing Manager to join our team.

POSITION DESCRIPTION

Reporting to the Director of Marketing, this individual will be a champion for all major product offerings, working closely with the Product & Sales departments. This position owns the go-to-market strategy, new product launch planning, competitive intelligence, messaging and positioning of our products and services. You are the subject matter expert, who is customer-facing, and really understands how to relate to our customers' needs & buying criteria.

KEY OUTCOMES

1. Successfully position and launch new products
2. Accelerate product growth by creating demand through effective content & marketing

JOB RESPONSIBILITIES

- Coordinate product launches & promotional activities calendar
- Determine type of advertising and marketing content, such as print, digital, social media, PR, that needs to be created and distributed to promote products
- Collaborate with marketing, sales & products team to create collateral to support nurture programs, such as brochures, blog posts, and videos
- Oversee sample kits and product packaging to launch and promote new products
- Create competitive product comparison guides and define unique product features and selling attributes for use in positioning against competitors
- Work with the sales team to provide market intelligence and customer insights – how/why they buy, untapped opportunities, buying criteria
- Assist sales on calls when appropriate to provide deeper dives into the product – you are the subject matter expert (SME)
- Speak and present both internally and externally to promote our products through webinars, social media, seminars and more

QUALIFICATIONS

- Bachelor's degree in Marketing
- 3+ years in a product marketing role in lighting and/or manufacturing required
- Strong writing and verbal communications skills
- Excellent organizational and time management skills
- Creative thinker with vision
- Sharp analytical and problem-solving skills
- You adopt a "do what it takes" attitude; a self-starting intense drive to "get shit done"

NOVA FLEX[®]

Brightening lives for 10+ years, Nova Flex LED makes custom linear LEDs easy!

Leading the LED Industry in Service

Since 2009, when first being asked to cut and solder LED tape prior to delivery, we've been committed to making lighting easy for our customers and Agent partners. It's our mission to deliver the highest level of customer service in the industry and continually expand our product offerings. We've expanded from LED tape to flex neon, channels, universal power supplies and RGBW flood and wall washing fixtures.

Today, our LED lighting products are used in/on stadiums, skyscrapers, hotels, casinos, educational institutions, restaurants, retail stores, health clubs, churches and more across the country. We're second to none in our customization and personalization!

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