

Product Marketing Manager

SUMMARY:

Do you want to be a part of something big? Are you a Product Marketing guru? Do you operate well in a fun, high-energy environment? Are you a Team Player? Volusion is a profitable, growing business that supports over 15,000 online merchants – ranging from home businesses to Fortune 100 enterprises. If you are passionate about eCommerce then we want to hear from you!

ESSENTIAL DUTIES/RESPONSIBILITIES:

- Define product strategy and roadmap
- Work with external third parties to assess partnerships and licensing opportunities
- Be an expert with respect to the competition
- Conduct market and competitor analysis for the product
- Provide insights and make recommendations which align with short and long term business priorities
- Define unmet customer needs, identify new product definitions, manage product roadmap, and champion new strategies and product development priorities to support company growth objectives
- Effectively develop messaging and positioning, as well as addressing data/support needs
- Develop the core positioning and messaging for the product
- Set pricing to meet revenue and profitability goals
- Deliver MRDs and PRDs with prioritized features and corresponding justification
- Develop sales tools and collateral
- Propose an overall budget to ensure success

SKILLS/QUALIFICATIONS:

- Minimum of 5 years experience as a Product Manager or Product Marketing Manager
- Demonstrated success defining and launching excellent products
- Excellent written and verbal communication skills
- Technical background, with experience in eCommerce
- Extensive knowledge of SEM, SEO and web strategies
- Understanding SaaS models is a plus
- Excellent teamwork skills
- Proven ability to influence cross-functional teams without formal authority

EDUCATION/EXPERIENCE:

- Bachelors degree in BA, Marketing, Sales, or related field preferred and equivalent work experience.