

JOB TITLE: Director, Product Marketing

STATUS: Regular / Full-Time / Exempt

LOCATION: San Jose, CA

About this role:

The **Product Marketing Director** works with the CMO and Engineering and has responsibility for the development and execution of all SWIM's product marketing activities worldwide. These activities include both online and offline activities covering messaging, collateral, feature selection, analyst, press, web, social and events.

The **Product Marketing Director** will work closely with CMO to develop strategies for effective marketing initiatives to launch the company, products, solutions and expand the business globally. This individual must possess a strong record of successful marketing/technology/consulting experience and be comfortable operating in a technology company and able to absorb new sectors and technologies. The ideal candidate has experience marketing leading technologies such as cloud computing, edge computing, AI, analytics, databases, software or related areas to the enterprise/OEM level technical and business decision makers, and channel partners.

DUTIES and RESPONSIBILITIES:

- Leading and managing the ongoing development of the product marketing programs - covering messaging, collateral, features, documentation, analyst, press, web, social media, online campaigns and events.
- Ensuring SWIM delivers quality product marketing campaigns that meet or exceed goals and are well executed.
- Interact with the engineering team to design, develop and deliver SWIM products and provide market feedback
- Developing comprehensive product and marketing strategy for meeting and exceeding marketing targets
- Plan, execute and maintain marketing programs via third party marketing automation tools (Hubspot, Pardot, SFDC etc).
- Working with AR/PR/Web agencies for execution of messaging
- Establishing a company culture which encourages excellence and continually improve performance.
- Developing in-depth business reporting and comprehensive competitive and marketing analysis.
- Participating in the presentation of media and campaign plans, and ensuring that program strategic and tactical goals are being met.
- Reports to the Chief Marketing Officer/Chief Revenue Officer

SKILLS

Education/Experience:

- BA degree required; product marketing and technology experience preferred. Graduate degree a plus.
- Minimum of 5 – 7 years in product marketing and/or technology.
- Must have demonstrated success executing product marketing programs

- Proven ability to produce and deploy innovative marketing programs to enterprise/OEM/IOT/IIOT sectors

Related Skills & Other Requirements

- Strong analytical and quantitative skills with successful experience in product marketing.
- Strong knowledge of best practices in product & marketing programs
- Excellent oral and written communication skills. Hands-on ability to work in a small business
- Demonstrated track record of driving results in a fast-paced, ever changing environment.