



Product Marketing Manager

Foxit is remaking the way the world interacts with documents through advanced PDF technology and tools. We are a leading global software provider of fast, affordable, and secure PDF solutions that are used by millions of people worldwide. Winner of numerous awards, Foxit has customers in more than 200 countries and global operations. We have a complete product line and an exciting and aggressive development schedule.

To help us launch and market our solutions successfully to existing and new customers, you will create compelling content and adeptly coordinate plans with a lot of moving parts. To be successful, you must be a highly motivated and energetic professional who can work with and get results from cross-functional teams around the globe. Reporting directly to the vice president of marketing, you are responsible for ensuring that products launch into their markets with repeatable, consistent quality, rigor, and success. Your stakeholders include web teams, sales, and campaign managers, all of whom will rely on you for positioning, messaging, and content so that they can do their jobs and we can all hit our departmental and company goals. You will be support outbound marketing. Attention to detail and an eye for quality, along with the ability to grasp and translate technical capabilities into benefits is crucial. You need to understand your buyers, how they buy, and their buying criteria, and you will transfer that knowledge to the sales channel.

Role and Responsibilities

- **Market intelligence:** Be the expert on your buyers, how they buy and their buying criteria. Be the expert on the competition and how to crush them.
- **Messaging:** Develop product positioning and compelling messaging that differentiates our multiple products in various markets to drive understanding, preference, and demand.
- **Content:** Create well-written content for the web site and other media. Create a steady stream of organic social media and also blog posts for the web and newsletter to drive demand and loyalty. Support the Marketing Programs Manager with infographics and other assets for campaigns. Develop and manage low-cost but high-impact product demo videos that drive demand and loyalty.
- **Sales enablement:** Communicate the value proposition of our products to the sales team and create collateral, slide decks, and other sales-enablement tools that accelerate the sales funnel. Create and perform product training as needed for various internal and external audiences.
- **Product launch:** Manage the marketing portion of the roadmap, and plan launches and updates by managing a cross-functional implementation plan. Understand and document the goals of each launch, and identify and track critical success factors. Identify risks and work with stakeholders to diminish impact on launch timelines. Conduct post-launch reviews to drive ongoing process improvement. Work with product management to drive successful beta programs. Develop and maintain comprehensive project plans across multiple launches; manage and negotiate changes; produce timely status reports and keep online systems up to date.

- **Demand gen:** Help the Marketing Programs Manager develop lead-gen campaign ideas and priorities (including paid social). Support campaigns with compelling content. Create and deliver killer webinars.

About You

- You show a commitment to continual self-improvement and stay current with the market, products, and best practices.
- You communicate and collaborate effectively and clearly.
- You want to play a key role in the growth of a thriving company.
- You are comfortable interacting with senior management.
- You have spent at least some of your career in a marketing capacity or high-tech environment.
- You are comfortable with a fast-paced environment, and are relentlessly organized and driven.
- You are an excellent writer and speaker with the unique ability to articulate solutions to technical and non-technical audiences.
- You are an agile team player who brings your own point of view to internal debates but unflinchingly supports the chosen strategy and tactics.

Required Skills

- 3+ years of software product marketing experience
- Bachelor's in business or marketing
- Very strong written communication skills
- Excellent people and management skills to interact with staff, colleagues, and cross-functional teams, and third parties
- Very organized and effective time-management skills with ability to organize and prioritize workload
- Positive attitude; thrive in a dynamic team and ever-changing environment
- Work both independently and in a team environment
- Ability to think strategically

Resumes and cover letters may be submitted to jobs_us@foxitsoftware.com