

SENIOR PRODUCT MARKETING MANAGER

CASCADE RENEWABLE ENERGY/CHOOSE RENEWABLES



ROLE SUMMARY:

The Product Marketing Manager is responsible for both product planning and product marketing for Cascade Renewable Energy and Choose Renewables, LLC. This includes managing the product portfolio throughout the product lifecycle, gathering and prioritizing product and customer requirements, defining the product vision, and working closely with engineering and other key teammates to deliver winning products. The Product Marketing Manager's job also includes ensuring that the product and marketing efforts support the company's overall strategy and goals

GENERAL RESPONSIBILITIES:

- Define the product strategy and roadmap
- Deliver marketing and product requirements with prioritized features and corresponding justification
- Works with engineering, sales, operations and finance to champion the development and implementation of comprehensive product marketing plans including required financial results, operational performance, new product sales, etc.
- Assures the successful launch of new products by assuming responsibility for planning, promotion and introduction
- Be an expert with respect to the energy efficiency and distributed renewable energy industries
- Be an expert with respect to the competition in the energy efficiency and distributed renewable energy space
- Develop the core positioning and messaging for products
- Perform product demos to customers and other stakeholders
- Set pricing to meet revenue and profitability goals
- Develop sales tools and collateral
- Support sales and other functions as appropriate
- Works with marketing communications and sales to develop and implement effective communication and promotional plans
- Brief and train the sales force as appropriate
- Work with external third parties to assess partnerships and licensing opportunities
- Serves as a role model for leadership within the overall marketing team
- Act as a champion of product marketing throughout the Cascade Family of Companies

MINIMUM EDUCATION, EXPERIENCE AND CORE COMPETENCY REQUIREMENTS:

- Minimum of 3 years experience as a Product Manager or Product Marketing Manager
- Demonstrated success defining and launching excellent products
- Technical background, with experience and/or demonstrated interest in energy efficiency and renewable energy
- Bachelor degree in marketing, marketing research or general business with 712 years experience in general business
- CE core competencies at the "Middle Managers" level Communicates effectively with customers, team members and vendors
- Excellent listening, written and verbal communication skills
- Excellent presentation skills
- Strong organizational skills and the ability to prioritize initiatives
- Willing to travel 25%
- Proven problem solving and analytical skills
- Working knowledge of Microsoft Office tools
- Able to work/lead in a team environment with proven motivational and mentoring skills
- Working knowledge of applicable safety regulations, laws and policies
- Demonstrated entrepreneurial aptitude and drive including proven strategic thought skills and big picture thinking
- Strong visionary and conceptual skills with an ability to translate vision into tangible results
- Proven networking and cross-functional interaction skills
- Proven record of successful achievement in business and product development

PREFERRED EDUCATION, EXPERIENCE AND CORE COMPETENCY REQUIREMENTS:

- Masters in Business Administration degree in marketing with 5 years experience
- 10+ years of marketing experience
- 5+ years of product marketing experience with at least 3 years experience in a field facing role
- Experience in product management in renewable energy or energy efficiency field