

Product Marketing Manager (PMM)

POSITION SUMMARY:

The Product Marketing Manager (PMM) at ReverseVision is responsible for defining a clear and concise market position for our products and services within the context of the overall product strategy. The PMM will act as the voice of the customer to the other members of the product team and to the company.

The PMM must be able to conduct competitor analysis, perform market research, and work in conjunction with the marketing/sales team to implement our strategic positioning to customers, partners, and market influencers.

The right candidate will have a deep understanding of customer engagement with the products offered, throughout the product lifecycle (pre-adoption, post adoption/purchase, and churning). This will be an ingredient in forming the product roadmap of the future and driving customer product education to ensure enhanced engagement.

As a PMM you will be the expert in buyers, how they buy and their buying criteria and will transfer that knowledge to the sales channel. The PMM is responsible for articulating all the outbound tasks necessary to clearly explain the benefits of those features and translate them into customer-facing messaging.

REQUIREMENTS:

- Experience conducting customer interviews, surveys and advisor (focus) groups.
- Able to understand a new market, our competitors, trends and able to forecast market direction.
- Able to understand our current market, our competitors, trends and able to forecast market direction.
- Experience in product validation, including testing and validating product ideas before engineering resources are committed to develop product(s).
- Experience in price validation, such as testing optimal prices and marketing touch points developed through A/B testing of language (copy), prices, product line-ups, visuals, etc.
- Able to clearly define the target customer (both user and buyer), the channels needed to access the customer and their buying criteria.
- Demonstrated sales acumen in communicating value proposition of product(s) to the sales team and developing sales tools that support the selling process.
- Proven track record in product launch(s), driving adoption and positioning messaging in the market.
- Expert in developing overall market strategy and programs that drive customer demand.
- Excellent written and verbal communication skills directing internal and external messaging through various forms of communication including, but not limited to, 1:1 conversations, group presentations, trade show demonstrations and webinars.
- 5+ years of SaaS software product marketing experience.
- Bachelors or Masters Marketing or Business degree (BBA, MBA, M.A./M.S. in Marketing, M.A./M.S. in I/O Psychology).

- Excellent people and management skills to interact with staff, colleagues and cross-functional teams, and third parties.
- Willing to travel up to approximately 25%.
- Banking, Finance or Mortgage industry experience is a plus.
- A background in engineering or computing is also plus given the highly quantitative component of the role.

COMPANY SUMMARY:

Founded in 2007, ReverseVision, Inc. (www.ReverseVision.com) is the leading Reverse Mortgage software and technology provider for the reverse mortgage industry, offering products, services and training focused exclusively on these loans designed to help seniors age in place. We offer a competitive benefit package including a rich employer 401(k) contribution and medical, dental, vision, chiropractic and life insurance. We also offer a flexible work schedule, a generous leave policy and company paid contributions towards parking and transportation needs. ReverseVision is an Equal Opportunity Employer (EEO).