

## Product Marketing Manager - Visual Media

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Company: Arrow Electronics

Location: United States

Category: other-general

**\*Position:** Product Marketing Manager - Visual Media **\*Job Description:** This strategic, global role will work closely with product management, sales and customers to better understand our target audience, the market and the competitive landscape. You will leverage these insights to develop a content and marketing strategy for your product, as well as support creation of sales enablement materials and training, go-to-market (GTM) strategies and roadmap development. You should be a thought leader and master storyteller who can serve as a critical translation layer between technology and the broader market. You will bring the benefits of our products to life and ensure that both internal and external stakeholders fully understand our value proposition. Are you energized by working on a high-growth product in a complex and rapidly evolving industry? Are you passionate about technology and able to clearly articulate its value to even non-technical users? Are you an expert at your craft who thrives on collaborating with a cross-functional team? If so, you might be the right fit for this exciting opportunity to help take our global digital signage and visual media solutions to the next level. Digital signage is a dynamic industry with applications across retail, smart city, wayfinding, and entertainment. Seneca, an Arrow Company is an industry leader in the Visual Media space with award winning products and nearly two decades of success in the industry. We are looking for a dynamic and experienced product marketing manager — one who can work across all levels of an organization — to help drive its continued success. **\*What You'll Be Doing:\*\*** Develop deep expertise in our target markets and customer segments, becoming the go-to resource on customer pain points and aspirations. Define user segmentation, personas and customer journey

maps.\* Leverage internal and external resources to gather and assimilate competitive intel and translate it into actionable insights.\* Refine the value proposition and unique selling points that will differentiate our product offerings.\* Leverage user research, market insights and product knowledge to create and hone the messaging framework that will communicate our value and differentiate our products effectively. Ensure every customer touchpoint reinforces our value, helping to move prospects from consideration to customer.\* Produce compelling content such as website copy, videos, blogs, webinars, one-pagers, white papers and infographics for all stages of the marketing and sales funnel.\* Assist in identifying and creating impactful customer stories, including customer reference videos, testimonials and case studies.\* Develop a marketing plan and partner with the broader marketing team and external resources to participate in key events, build innovative programs and develop campaigns for generating demand and nurturing leads.\* Work with product management and sales to develop training plans and create sales enablement collateral, including sales decks, product sheets, presentations/videos, demo scripts and competitive battle cards.\* Partner closely with product management to ensure market, customer and competitive insights are fully incorporated and prioritized in the product roadmap.\* Actively participate and contribute to the creation of a comprehensive GTM strategy for your product line, including new product launches and product enhancements.\*

**What We Are Looking For:** \*\* Bachelor's degree with evidence of high academic achievement.\* 7+ years of experience in product marketing, ideally helping to position and promote products in the B2B technology space. Bonus points for experience in visual media.\* A motivated self-starter who can think strategically, while also being a hands-on individual contributor who is able to execute on multiple work streams simultaneously.\* Someone who is expert at their craft, yet humble enough to be always curious about the perspective of others.\* A winsome, thoughtful and collaborative team player who leads through insight and influence.\* The ability to dive into the technical, but then effectively step out to synthesize insights into simple and compelling narratives.\* Experience marketing products that sell through a channel partner ecosystem as well as direct to customer.\*

**What's In It For You:**\* At Arrow, we recognize that financial rewards and great benefits are important aspects of an ideal job. That's why we offer competitive financial compensation, including various compensation plans, and a solid benefits package.\* Medical, Dental, Vision Insurance\* 401k, With Matching Contributions\* Paid Time Off\* Health Savings Account (HSA)/Health Reimbursement Account (HRA) Options\* Growth Opportunities\* Short-

Term/Long-Term Disability Insurance\* And more! \*Annual Hiring Range/Hourly Rate:\*

\$116,820.00 - \$142,780.00 Actual compensation offer to candidate may vary from posted hiring range based upon geographic location, work experience, education, and/or skill level. The pay ratio between base pay and target incentive (if applicable) will be finalized at offer.

\*Location:\* US-CO-Denver, Colorado (Panorama Arrow Building) \*Time Type:\* Full time \*Job Category:\* Marketing and Communications \*EEO Statement:\* Arrow is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, gender, age, sexual orientation, gender identity, national origin, veteran or disability status. [(Arrow EEO/AAP policy)](

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