



Job Opportunity at Biotix
September 2019
Product Marketing Manager
San Diego, California
FLSA: Exempt
Reports to: Manager, Marketing

Preference to candidates located in San Diego. No relocation assistance is available for this job.

Purpose of role:

The PMP is responsible for various marketing efforts such as researching current product trends, competitor analysis, establishing launch for new products, pricing models, and managing the product post launch. Incumbent will assist the global sales teams to develop messaging and market positioning around products and take part in presentations and events.

Core Values for this role: Teamwork, Strategic thinker, Collaboration, Self-Motivated, Dependability, and Effective Communication style.

ESSENTIAL JOB FUNCTIONS:

1. Manage the product life cycle from business justification to post launch.
2. Create a business case for new products based on market research.
3. Obtain customer insights through interviews, surveys, focus groups, and sales data to discover untapped opportunities and buyer profiles.
4. Build unique product messaging for current and new products and communicate strategic vision to our sales teams.
5. Plan and facilitate product launch trainings for internal departments including operations, product development, sales, marketing, and accounting.
6. Develop and lead periodic product updates including but not limited to product sale trends, global brand performance against competitors and customer insights.
7. Review and maintain inventory levels to ensure product availability.
8. Collaborate with product management, engineering, and manufacturing teams to confirm new product timelines and track market plans in parallel for multiple sales channels.
9. Research and compare market pricing and product offerings against competitors.
10. Lead the pre-release (beta) testing process for new products.
11. Develop and plan new product launches ensuring on-time delivery of marketing materials.

Key Skills:**Collaboration:**

The ability to collaborate and lead change with different departments throughout the company. This includes working closely with marketing, sales, operations, customer service, and product development.

Communication:

The ability to speak and write at a high standard is crucial. You will frequently have to present new products, marketing strategies, and messaging to different audiences throughout the company.

Research Skills:

A large part of this role is the ability to gain insight into customer needs and experiences. Analysis of sales data, surveys, customer interviews, and participating in sales work days will be part of this mix and you need to be well acquainted with these techniques.

JOB SPECIFICATIONS:

1. Bachelor's degree in Marketing/Business or other relevant majors will be considered.
2. Minimum of three (3) to five (5) years' experience developing marketing campaigns or working as a product/brand manager role.
3. Ability to use MS Office required. Expert in presentation software and excel.
4. Ability to lead projects (self-starter/motivated): lead projects from start to completion.
5. Advanced knowledge of Excel.
6. Organizational skills permitting the effective management of several concurrent projects and priorities: attention to detail required.
7. Strong interpersonal skills.
8. Timeline oriented with ability to execute within deadlines.
9. Able to adapt quickly and understand the needs of teams and individuals working toward solutions.
10. Ability to manage multiple projects concurrently.
11. Ability to travel between San Diego, CA offices (Scripps Ranch and Otay Mesa), as well as Manufacturing Plant in Tijuana, Baja California, when warranted/required – 5% (Five-percent travel).

Come and be part of a growing and innovative organization!

Interested parties please send Cover Letter and Resume:

careers@biotix.com

Subject Line: PMM – San Diego, CA.

Biotix offers a competitive compensation package, including benefits for our employees and their dependents

We are an equal opportunity employer, encourage diversity and innovation!

Relocation assistance not available for this role.

No Calls – No Recruiters/Agencies please.