



Nextivity, Inc.  
16550 W Bernardo Drive, Bldg. 5, Suite 550, San Diego, California 92127  
Telephone: 858.485.9442

## Job Description

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**Title:** Product Marketing Manager

**Department:** Marketing

**Manager:** Head of Marketing

**Supervision of Others:** N/A

**Location:** San Diego

**FLSA Status:** Exempt

**Job Type:** Full Time

**Compensation:**

### Summary

The Company's Sr. Product Marketing Manager will manage the product marketing efforts for the Cel-Fi product line. This role will help ready the market for both products and the solutions needed, based on industry experience, and contact with customers and prospects. The markets included are In-Building Cellular for Enterprise to Residential, Public Safety & Emergency Response, Remote & IoT, Mobile for RV, Marine, and Fleet.

### Responsibilities

- **Product Planning:**
  - Delivers Customer Perspective from Sales / Strategic Partners for product, feature request, and Go-No-Go on New Products / Concepts - VOC
  - Works with Product Manager to Ensure Open Box Experience is Optimized for Target Market, following Branding Guidelines.
- **Go-To Market Support:**
  - Works with Product Management and Marketing for Product Deck, Webinar, Press Release, Video prior to launch for Sales and Partners
  - Works with Marketing and PR to create for White Papers, Articles, and Press Releases
  - Works with Marketing and PR with Internal Videos, Press, and Analysts on New Products
- **Product Readiness for Sales:**
  - Supports Sales QBRs and Strategic Projects with Key Partners as Needed with Product, Market, Competitive, and Roadmap.
  - Ask for customer feedback on new products and features (part of a customer-driven roadmap)
  - PM's own/manage marketing launch plan for new products.

12/4/2020  
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## **Skills and Abilities**

- Time management and capability to ensure that business goals are timely met
- Must be proactive, taking initiative and working in a collaborative team environment
- Must demonstrate excellent problem-solving and decision-making skills.
- Ability to work in a fast-paced environment
- Excellent verbal and written communication skills
- Foster a professional attitude and demonstrate integrity and flexibility
- Entrepreneurial, rapid learner, inquisitive, and persistent
- Excellent organizational skills and attention to detail
- Competency in Microsoft applications including PowerPoint, Word, Excel, and Outlook
- Excellent presentation author and presenter with ability to efficiently use video conferencing tools to manage interactive meetings and webinars as needed
- Analytical Skills
- Ability to travel as needed

## **Work Experience**

- 5+ years of experience in the following required:
  - Product Management
  - Product Marketing
  - In-Building Wireless products and technology
- Proven experience with Microsoft suite, Salesforce, conducting webinars, writing copy
- Proven strong wireless ecosystem experience
- Proven experience driving and managing products and/or product portfolios
- General knowledge of product management
- Strong technical background
- Second language a plus

## **Education / Training**

- Bachelor's, Engineering, or other similar degree

## **Travel**

0 –20%

## **Physical Demands and Work Environment**

The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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- **Physical demands:** While performing the duties of this job, the employee is regularly required to stand, walk, sit; use hands to type on keyboard; reach with hands and arms; talk and hear. Must have the ability to sit in front of a computer up to 8 hours per day, lift and carry boxes under 30 lbs.
- **Work environment:** The noise level in the work environment is usually minimal and usually that of an office environment and/or R&D lab.

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