



PRODUCT MARKETING MANAGER

POSITION DESCRIPTION:

The Product Marketing Manager is responsible for providing sales tools and competitive information to support SBU sales efforts. This position also works closely with SBU business development leaders to plan and manage product launches. This position also serves as the marketing Lead for the Transportation Products Group SBU. The purpose of this position is to ensure that sales representatives have the knowledge and tools necessary to differentiate, demonstrate value, and sell products manufactured by WNC SBUs at target margin levels.

POSITION RESPONSIBILITIES:

- Work with engineering and the WNC test lab to conduct testing and produce materials that support the sale of WNC products.
- Develop and present product marketing updates and launch information at regional sales meeting and dealer meetings.
- Work with marketing team to create sales presentations, product videos, and web content to support sales efforts.
- Provide product training content to corporate training team for the development of web-based training courses.
- Produce sales sample kits when necessary.
- Work with key suppliers to provide sales tools to sales channels.
- Ensure that sales presentations and competitive information are up-to-date.
- Develop, launch and maintain interactive sales tools, such as the MaxPayload App and Thermal Configurator.

REQUIRED SKILLS AND EXPERIENCE:

- Bachelor's Degree in Marketing, Product Management or related field with eight (8) to ten (10) years of direct marketing experience.

- Master's Degree preferred.
- Three (3) to five (5) years of product marketing or product management experience in an industrial products company, ideally working with capital equipment or transportation-related products.
- Two (2) to three (3) years of B2B field sales experience with demonstrated success.
- A proven track record of developing and launching effective sales tools for direct and indirect sales channels – includes sales presentations, competitive matrixes, and interactive tools (ROI calculators).
- Experience developing technical product training materials – prior experience working with a corporate training team and LMS (learning management system) a plus.
- Excellent project planning and management skills with an ability to manage multiple concurrent projects and deadlines.
- High-energy, service-oriented individual with strong relationship-building skills.
- In-depth understanding of product lifecycle management.
- Strong leadership and professional selling skills.
- Technical aptitude required.
- Strong communication skills with written, verbal, and presentation/public speaking.
- Ability to work well with a wide variety of cross-functional areas including sales, marketing, engineering, sales and finance.
- Microsoft Office Suite (PowerPoint and Visio), LMS, and CRM.

Qualified candidates should e-mail resume along with salary history in confidence to:

careers@wabashnational.com

NO PHONE CALLS PLEASE

EOE, M/F/H/V

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