



**Human Crafted.
Enterprise Optimized.**

About Spectrotel

Spectrotel is a leading national next generation aggregator of Voice, Internet, Cloud Communications and Managed Services. Spectrotel aligns suppliers, agents, and customers, through the use of Spectrotel's aggregation platform to bring out the best of each to maximize customer success and experience. We are the "Network of Networks" and have achieved this through the committed, passionate, and driven team of associates that make up the Spectrotel team.

We are proud of having created a unique and valued experience for some of the most well-known brands throughout the country by providing exceptional service and technology solutions crafted to meet and exceed their business needs. We owe our success to a set of simple principles: integrity, honesty, flexibility, and ambition. It is the embodiment of these traits that make Spectrotel a distinctive integrated solutions company.

As a privately held company we seek individuals who can help contribute to the company's success. This means you are not shy, you like rolling up your sleeves and digging in and helping solve problems, you feel energized when you present an idea and most importantly you are persistent, passionate, and never satisfied with the status quo.

About Your Role

Spectrotel is seeking an experienced Product Marketing Manager who will create messaging, content, and sales tools to facilitate the buyer's journey for Spectrotel channel partners, customers, and prospects. This is a critical role that sits at the intersection of product, marketing, and sales, and requires 5+ years marketing sales enablement, product marketing and requisite experience (preferably in technology B2B company). You have worked with and trained sales to communicate product value to sales partners and customers. You are a storyteller and can adapt how you communicate to best engage a given audience. You are enthusiastic about technology, always keen to learn how things work and can explain technical concepts in a way that everyday people can understand. We have a strong entrepreneurial culture and seek an individual who can excel in a growth-oriented, business. This position will report to the Vice President of Marketing & Product and work closely with the SVP of Channel Sales and Product team.

Responsibilities include but are not limited to:

As the Product Marketing Manager, you help drive product revenue, boost market share, and increase product consideration. You will create and maintain product marketing and sales collateral that spans the customer lifecycle, such as pitch decks, product data sheets, webinars, website content, social media, and business case materials with the goal of increasing awareness and improving closed-won rates and accelerating sales cycles.

- Work closely with the product and sales team to drive sales readiness and productivity.
- Translate complex concepts into enablement materials that are extremely simple and clear for sales to understand.



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- Achieve product objectives by defining marketing requirements, establishing, and championing a comprehensive product go-to-market strategy and working with cross-functional teams across Product, Sales, Marketing and Engineering to implement plans that grow awareness, preference, and purchase of existing products.
- Guide marketing efforts by maintaining an understanding of the buyer's journey, influencing the marketing content roadmap, and conceptualizing or developing tools and resources, such as website copy, partner reference materials, sales scripts, battle cards, product briefs and product presentations.
- Enhance relationships with Master Agencies with sales driven activities through campaigns, in-person, and virtual events, thought leadership and partner relationships
- Conduct/review interviews and perform ongoing analysis to determine the level of customer product understanding and integrate feedback into messaging and enablement materials
- Regularly elicit feedback from Channel Managers and Channel Partners to better understand the current climate and build / optimize sales enablement materials to meet client needs.
- Drive product roll-out and communications

Keys for Success:

- 5-7 years of experience in product marketing, B2B marketing or related position
- 3+ years preferred experience in technology
- Outstanding writing and editing skills
- Proven ability to effectively explain value and benefits derived from technical concepts and convey them to all types of audiences
- Strong project management skills with the ability to set and meet deadlines for multiple projects simultaneously while maintaining accuracy and efficiency in deliverables
- Proven prioritization and organization skills with the ability to manage multiple projects and tasks simultaneously while working with a sense of urgency
- Excellent skills in gathering, synthesizing, and analyzing internal and external research and organizing these insights into content that can be utilized across channels
- Experience utilizing sales enablement platforms and working knowledge of CMS tools
- Demonstrated storytelling ability: creating stories for inspiring customers and enabling our sales teams with product materials, and value-based narratives

Spectrotel is an Equal Opportunity Employer. All applicants will be considered for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status, or any other legally recognized protected basis under federal, state, or local law.