



Connecting Disconnected Data™

JOB DESCRIPTION

Title of Position: Product Marketing Manager – Vyne Medical

Classification: Exempt / Full-Time

GENERAL SUMMARY

The Product Marketing Manager will have a market-centric focus and will provide knowledge-based market leadership within Vyne Medical. This position will work together with talented cross-functional teams (business, product, marketing communications, sales) to build a vision for optimizing Vyne Medical solutions to existing healthcare market needs. The Product Marketing Manager will enjoy their work and passionately show that enjoyment while working with others to envision, define and create.

DUTIES & RESPONSIBILITIES

- Provide in-depth knowledge of the healthcare market's condition, problems, competitive landscape, and how Vyne Medical's distinctive competencies can address market needs
- Work directly with product management, sales leadership and marketing communications to develop optimized product positioning, buyer personas, user personas and other foundational market information needed to optimize market acceptance of Vyne Medical's solutions
- Provide guidance and analysis on best approaches to reach target markets
- Provide guidance and analysis on sales toolsets needed to optimize promotion, awareness and demand
- Own identifying market problems, customer problems and competitive differentiation and report results to relevant teams and executive leadership
- Deeply understand how to scope and provide execution guidance on marketing strategies needed to reach different customer segments: talking regularly to customers and prospects to inform your work (content, messaging, positioning, etc.)
- Advocate for our customers, be informed about our competitive landscape, and become the go-to expert for your product areas to help shape the product roadmap and strategy
- Serve as the conduit between Product Management and Marketing Communications teams to distill and deliver technical subject matter for market consumption
- Assist Marketing Communications by providing comprehensive go-to-market strategies for new and existing product initiatives including: audience definition, product positioning, comms architecture, and launch strategy
- Take a data-driven approach to marketing strategy, focusing investments on the most impactful outcomes, specific KPIs and ROI
- Work closely with Marketing Communications to ensure optimized execution of all initiatives
- Partner with marketing communications on content to ensure we are telling our story to appeal to prospects and clients across all our channels

EDUCATION, KNOWLEDGE AND SKILLS:

- Bachelor's degree, Masters is preferred
- Experience in Healthcare software serving Health Systems
- 5+ years managing SaaS cloud offerings and/or platform SW for Enterprise customers
- Can do attitude able to maintain the delicate balance between quality, speed, user experience and customer expectations
- Successful background in developing go-to-market strategies with senior level counterparts
- Pragmatic Marketing Certification a plus
- Experience with competitive intelligence software (CompeteIQ or similar) a plus
- Passion for building strategy and vision for products that matter in an industry
- Ability to present key benefits to senior executives and sales teams
- In-depth knowledge of cloud infrastructure providers and capabilities (AWS, Azure, GCP);
- Strong interpersonal, team and client relationship building skills
- Excellent verbal and written (English language) communication skills
- Ability to travel (30 - 40%) required

PHYSICAL DEMANDS:

The physical demands described 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. While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms and talk or hear. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

WORK ENVIRONMENT:

The work environment characteristics described are representative of those an employee may encounter while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

Up to 10% of travel may be required.

SECURITY ROLES / RESPONSIBILITIES:

This position may have access to and be responsible for securely administering user access to corporate applications.

Vyne provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), national origin, age, disability, genetics, or veteran status. In addition to federal law requirements, Vyne follows applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities.