

Managed Service Program Marketing Manager

As the Managed Service Program Marketing Manager, you will manage, develop and implement Program Marketing activities to maximize awareness of Dolomite Enterprises' managed service programs. You will act as the program champion in providing leadership, cross-department coordination, sales training, positioning, value propositions, and general sales enablement tools in order to meet Marketing and Sales objectives.

Responsibilities:

- Create and manage delivery of all aspects of a go-to-market plan and management for various managed service program releases
- Work with Product management to develop program specific messaging, providing clear value distinction in the market
- Develop customer-facing program collateral that accurately and clearly supports the programs unique selling attributes
- Develop and deliver program sales tools such as: program presentations, sales support tools, competitive sales tools, and white papers
- Maintain a repository of current program related sales tools
- Provide content expertise to support sales in the formulation and execution of lead/demand-generation programs
- Act as a program champion/spokesperson, working with corporate communication to develop communication strategies with analysts, press, media, and other speaking forums
- Communicate program related feedback received from customers and sales and contributing market requirements for program planning, affecting future program development and specifications
- Monitor industry and technology trends and suggest items/topics as candidates for PR activity/response
- Responsible for continually updating all web content pertaining to the managed service programs

Qualifications:

- 4-6 years program marketing experience in enterprise management software industry
- Solid understanding of managed services and IT outsourcing industry
- Extensive knowledge of the small and medium business market
- Experience in network and system management software preferred
- Exceptional communication skills (verbal and written)
- BA or BS degree

