

# Product Marketing Manager – 12 month contract



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Web :

## Job Summary

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Vacancy :

Deadline : Oct 01, 2024

Published : Aug 31, 2024

Employment Status : Fixed Term Contract

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

## Job Description

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### About OTTO by Rockwell Automation

OTTO is a global leader in autonomous technology for material handling inside manufacturing and warehouse facilities. With over five million hours of production experience, OTTO autonomous mobile robots (AMRs) are trusted in mission-critical operations for some of the world's most recognized brands. OTTO was recognized as one of Fast Company's Most Innovative Robotics Companies of 2023. For more information, visit [ottomotors.com](https://ottomotors.com).

OTTO was acquired by Rockwell Automation effective October 2023. Rockwell is a global technology leader focused on helping the world's manufacturers be more productive, sustainable, and agile. With more than 28,000 employees who make the world better every day, we know we have something special. Behind our customers—amazing companies that help feed the world, provide life-saving medicine on a global scale, and focus on clean water and green mobility—our people are energized problem solvers that take pride in how the work we do changes the world for the better.

### About the Job

The global market for mobile robotics is expected to exceed \$224 billion by 2030, according to global technology market advisory firm ABI Research. OTTO Motors is at the center of this enormous market growth fueled by a changing workforce and the growing need for business continuity within the supply chain.

The **Product Marketing Manager** plays a pivotal role in our team, responsible for both internal and external communication of the OTTO Material Handling Platform's value proposition and competitive positioning. As a key partner to our product management, marketing, and sales teams, the Product Marketing Manager leads the development and refinement of product positioning and implements the product marketing plan across various channels. Your work will directly shape our go-to-market (GTM) strategy, sales enablement, and demand generation initiatives, driving OTTO's industry leadership.

The ideal candidate will have a background in Industry 4.0 sectors such as Automation and Robotics, along with knowledge of emerging automation trends in material handling for manufacturing and 3PL segments.

### As a Product Marketing Manager, you will:

- Directs the development of company market requirements for specific product(s) or product line(s), including product strategy definition, requirements analysis, and pricing strategies.
- Monitors the development of business plans, managing life cycles, and product positioning in the marketplace while also reducing broad concepts and business strategies into structured product marketing plans.
- Oversees market research, monitors competitive activity, and identifies customer needs, and competition through research, analyst relations, and industry reports. Leverages these insights to guide product development, GTM strategy, marketing, and sales enablement, ensuring the marketing team remains aligned with market developments.
- Drives the launch of new products, as well as new features and updates to existing products, through our customer-facing channels, while managing the cross-functional execution of the launch plan.
- Leads product marketing efforts in monthly demand generation campaigns by creating compelling webinar narratives and high-value assets based on customer insights. Activate the tech marketing team to produce external-facing technical content that drives engagement.
- Develops comprehensive sales enablement tools, including product demos, white papers, pitches, and other collateral, ensuring the sales team is fully equipped to effectively sell our solution.
- Leads cross-functional alignment across marketing, sales, and product teams, crafting tailored GTM strategies for different regions to drive impactful market introductions.
- Supports trade shows and events by collaborating with the events team to deliver tailored product demos, software pitches, and experiences that align with audience needs, enhancing both in-person and digital customer interactions.
- Leads new product definition and business plans with joint departments. Selects, develops, and evaluates personnel to ensure the efficient operation of the function.

### You come ready with:

- 5+ years of marketing experience, B2B technology marketing
- Bachelor's degree in Business Administration, Engineering, or related field
- Experience in product marketing, including developing marketing plans and customer value proposition messaging for both new and existing products
- Proven ability to influence cross-functional teams without formal authority, in particular, influencing and working collaboratively with sales, marketing, and product management
- Experience working in fast-paced technology companies with demonstrated experience launching products and services, scale-ups preferred
- Proven expertise in marketing technical products by simplifying complex information and clearly and concisely communicating information verbally and in print
- Ability to think big picture and align marketing strategies with business goals, while demonstrating executional excellence and a hands-on approach.
- Strong customer empathy and proven ability to develop and document customer pain points and desires.
- Data-driven decision making with proficiency in analyzing data to inform marketing strategies and measure success.

### What's in it for you?

- Flexibility in where you work (fully remote, hybrid, or office-based)
- Lead and shape the product marketing organization by driving all related initiatives
- Work in a high-growth, fast-paced, collaborative, and positive team environment, with one of the highest eNPS scores in the organization
- Competitive compensation and benefits package
- Opportunity to make a difference in the autonomous driving vehicle industry
- Advancing the future of robotics!

At OTTO Motors by Rockwell Automation, we are committed to building and supporting a culture of diversity, inclusion, and accessibility. We hire the best talent regardless of race, color, creed, national origin, ancestry, disability, marital status, age, veteran status, sex, sexual orientation, gender identity, and expression. If you require special accommodation to complete any portion of the application or interview process, please contact 1-800-301-3863.

**Education & Experience**

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**Must Have**

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**Educational Requirements**

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**Compensation & Other Benefits**

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