

## Product Marketing Manager



Phone :

Web :

### Job Summary

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Vacancy :

Deadline : Aug 30, 2024

Published : Jul 30, 2024

Employment Status : Remote

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

## Job Description

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Miovision is a global industry leading company providing agencies and organizations modern tools to improve today's traffic problems. We offer solutions that collect multimodal traffic data and uncover actionable insights, helping organizations get more out of their road network. The result: streets capable of moving more people – safely and efficiently – whether they are in a car, on a bus, on a bike or e-scooter, or walking. Since 2005, our systems have counted or assisted more than thirty billion vehicles around the world. With global headquarters in Kitchener, Canada, as well as operations in Germany, Serbia and the United States. For more information, visit [miovision.com](http://miovision.com).

### Position Summary

We are currently hiring for 3 Product Marketing Manager roles. Each role is unique in the types of products they support and we're looking for different types of experience for each role.

Reporting to the Director of Product Marketing, the Product Marketing Manager(s) will play a pivotal role in driving the success of Miovision's products in-market.

### Open Positions

#### 1 - Product Marketing Manager: Data Collector and Traffic Engineering Solutions

- This role focuses on the data collector and traffic engineering market segment.
- The solutions you'll focus on for this segment include our various reporting and traffic study services, automated report applications, our Scout line of portable traffic cameras and our Computer Vision technology.

#### 2 - Product Marketing Manager: Transit and Emergency Solutions

- This role with focus on one of our biggest business areas, our priority and preemption solutions covering a mix of software applications and solution enablement hardware.

#### 3 - Product Marketing Manager: Permanent Cameras & Data Enabler Solutions

- this role will focus primarily on our permanent camera hardware products and data enabler solution(s) (Core) that provide a 'compute' home for applications at the intersection, on prem and in the cloud.
- These products make it possible for applications to deliver value. Instead of a focus on a market segment you will be primarily focused on general competitiveness and capabilities and the value the products provide in general.

### Key Accountabilities

#### Product Marketing at Miovision sits within the product organization where you'll....

- Act as a right hand and partner to Product Managers.
- Support the product strategy by representing the voice of the customer throughout the strategy and product development process.
- Ensure Product Managers can identify and articulate the customers problems, how our solutions helps, what value it delivers and how the solution competes.
- Support Product Management with market research, competitive positioning and messaging research.
- Partner with UI/UX to complete full lifecycle customer journey mapping owning the development of Ideal Customer Profiles and buyer personas.
- Develop positioning, message, and the overall solution narrative and core sales materials that explain the unique value Miovision solutions deliver in an engaging and compelling way.
- Work with our sales teams and marketing teams to develop go-to-market and launch strategies, providing them with what they need to know to successfully sell and market our products.
- Work with sales teams and marketing teams to develop annual sales-play themes and supporting information and materials.

### Skills/Qualifications

- 3-5+ years experience in B2B tech product marketing
- Proven experience taking products through market launch in the tech industry
- Experience working closely Product Managers on product strategy
- Experience with competitive intelligence and market research
- Experience with positioning, messaging and developing solution narratives
- Experience producing high quality pitch decks that tell value stories.
- Experience with Jira and confluence
- Strong grasp of traffic, networking, IoT, or Smart Cities is a plus
- Bonus - Experience marketing products to the public sector or traffic engineering firms

### About You

- Insatiably curious - you love learning about things and how they work.
- A desire to make it simple - you love taking complex ideas and confusing concepts and transforming them into simple explanations.
- A penchant for problem solving - you live to solve problems, it's motivating and delivers a strong level of job satisfaction to help the customer and your fellow team mates to their jobs to the best of their ability.
- Kindness - we've got a great team of people at Miovision who treat each other with care and respect, it's important that you'll contribute to that culture.
- Courage - when something isn't right or doesn't make sense, when you feel a concept or a way of doing things is stuck in rut you have the courage to speak up in a direct yet constructive way.
- Grit - being a B2B tech product marketer isn't for the faint of heart. It's fast paced with supported yet significant learning curves to ramp-up. Starting a new role is always unnerving, but you've got what it takes to stay the course and become a SME in your area.

### Perks and Benefits (Canada)

*Note: We do offer flexible onsite and remote work options. Our Benefits are designed to reflect this and include:*

- Comprehensive health benefits starting on day one
- RRSP Matching Plan
- Variable Incentive Plan
- [Mio-Days](#): We extend all three-day weekends to four-days and provide a Holiday Shutdown in December
- Virtual Healthcare Service providing employees and their families access to healthcare providers 24/7
- Internet subsidy and a remote work allowance
- Enhanced paternity and maternity leaves
- Unlimited vacation policy
- Wellness offerings (Fitness, Mindfulness)

We are an equal opportunity employer and value diversity at our company. We do not discriminate on the basis of race, religion, colour, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status. Please indicate if you require accommodation on your application, and our team will work with you to meet your accessibility needs.

**PLEASE BE AWARE OF FRAUD:** Applicants interested in applying for roles at Miovision should apply directly via the details provided on our careers page.

We communicate directly with applicants and will not request banking information, payment, or fees during any point of the recruitment process. We do not conduct interviews via text message. If you suspect that a third party is impersonating Miovision or requesting payment for recruitment on behalf of Miovision, please alert us via [recruitment@miovision.com](mailto:recruitment@miovision.com).

**To all recruitment agencies:** Miovision does not accept agency solicitation or resumes. Please do not forward resumes to our HR alias e-mail address, to any Miovision employee, or to other Miovision e-mail addresses. Miovision will not pay any fees related to unsolicited resumes.

**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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