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Product Marketing Manager

eScholar is looking for a smart and hardworking Product Marketing Manager to lead the marketing and sales activities.

The Product Marketing Manager will work with many teams within the company, including product, marketing and sales, account management, and professional services. The ideal candidate is a strong communicator who can not only create a plan and strategy, but also execute on the details.

The position reports to the Director, Marketing and Sales.

Location:

White Plains, NY

Primary Responsibilities:

- Lead the development and management of product marketing and sales plans.
- Drive development of key messages that resonate with target clients- customers new releases and campaigns.
- Work closely with the product teams to identify market opportunities.
- Be a product expert and deliver demonstrations and presentations to clients and prospects.
- Lead proposal development in response to RFPs/RFIs related to product.
- Work closely with Marketing and Sales team members to support strategic marketing and sales plans and ensure alignment among all eScholar products and the eScholar brand.
- Conduct buyer and market research to understand industry trends
- Define, develop and deliver quality content (e.g., product sheets, web site content, case studies, video demos) that can be leveraged in marketing and sales activities and thought leadership.

Qualifications:

- BA or BS degree, Masters degree preferred
- 5+ years of experience in enterprise software marketing and sales
- Experience in the education field
- Excellent written and verbal communications skills and strong presentation skills
- Proven track record of developing strong and innovative content
- Ability to convey complex ideas in a clear, concise manner
- High energy and strong interpersonal skills
- Self-starter with the ability to manage several projects in a fast-paced environment
- Proven ability to ramp up quickly with detailed technical content, and to stay current with new product developments

For consideration, please apply on the careers page of our website <http://www.escholar.com/work-at-escholar/>

Due to the high volume of applications we receive, we are only able to contact those candidates whose qualifications most closely match the position requirements. To qualify, applicant must be a U.S. citizen, permanent resident alien ("green card holder"), temporary resident alien, refugee or asylee. Visa sponsorship is not available. eScholar LLC is committed to equal employment opportunity and employs all qualified persons without regard to age, race, creed, color, national origin, gender, sexual orientation, disability, marital status, Vietnam Era Veteran status, genetic predisposition, or carrier status, or any other classification protected by the federal, state or local laws.

eScholar works with state, local and federal education agencies across the country to help them solve their education data management and data warehouse challenges. For over 18 years, we have been exclusively focused on delivering education data management solutions which enable education agencies to integrate, manage and make available key education-related data. We have built an organization of experienced education data management and software and project management professionals who understand the challenges and issues associated with the collection, integration and management of education data.

Our company values Integrity, Leadership, Respect, and Diversity. We enjoy working with people who can turn insight into action, who are strong analytical thinkers and creative problem solvers, and who are able to influence others in both verbal and written communication. Talented candidates who work well independently and who have a demonstrated ability to positively engage with others should consider a career with eScholar.

eScholar Company Values

Integrity

We are entrusted with the important responsibility of helping students achieve their educational goals. At eScholar we never lose sight of the protection and support of the students who have put their trust in us. This means that each member of our team strives constantly to be worthy of that trust, to accept and provide open and honest perspective in everything we do.

Leadership

eScholar not only serves education agencies like school districts and state education agencies, but leads our industry in becoming more responsive to students' needs. We do this by discovering innovative means to help students become more effective in achieving success. We value leaders who can align the success of our team to the success of our customers and to the ultimate success of the students.

Respect

eScholar team members must respect the mission we are focused on, as well as the perspectives of our customers and of the professionals we partner with. This requires that team members demonstrate that respect for others and their viewpoints and conduct themselves in a manner worthy of respect in return.

Diversity

eScholar is focused on helping individual students achieve the goals they have chosen for their lives. To accomplish this, we must value each person's culture and perspective and communicate and deliver our services in a manner which reflects that value. This imperative demands that we seek and cultivate a team that reflects this ideal.