

JOB DESCRIPTION

DEPARTMENT: **Products**

JOB TITLE: **Product Marketing Specialist**

REPORTS TO: **Director of Marketing and Product Management**

SYNOPSIS: The Product Marketing Specialist is responsible for supporting, coordinating, and implementing traditional and web based marketing strategies and activities aimed at expanding our brand awareness and market share.

RESPONSIBILITIES:

- Assist with overall marketing plans and programs.
- Provide project management for overall marketing activities including: lead generation, tradeshow management, collateral development, advertising, PR, branding, marketing communications, email blasts, blogs and social media.
- Design and develop content for product manuals, data sheets, brochures, etc. in both print and web based formats.
- Assist in the development of advertising, PR, and branding strategies.
- Review and create press releases.
- Develop marketing templates and engage publications for editorial placements.
- Develop an understanding of EtherWAN technology and targeted vertical markets and assist in the development of product positioning strategies.
- Incorporate strategic plan into messages placed on social media (YouTube, Facebook, Twitter, Instagram, and LinkedIn) while monitoring emerging social media platforms and advising on EtherWAN's engagement within them.
- Lead in collaboration with EtherWAN Taiwan on marketing strategies and determine the appropriate fit for the markets and regions of focus.
- If necessary, provide monthly report on activities to Product Marketing Manager.
- Participate in booth staffing for tradeshows.
- Assist in the design, development, and implementation of tradeshow booths and demos.
- Manage marketing inventory and ship collateral, demo and booths when necessary.
- Perform other work-related duties as assigned

QUALIFICATION REQUIREMENTS:

- Bachelor's degree in Marketing or Engineering
- 2-4 years of related experiences
- Basic technical knowledge
- Candidate must be well organized, self-motivated, and capable of seeing projects through to completion.
- High level of accountability and planning capabilities, communicates with transparency and integrity.
- Strong written and verbal communication skills are required.
- Successfully collaborate in a dynamic and diverse environment.

- Fluency in Mandarin Chinese is a plus.
- Experience in vertical markets such as transportation, security, energy or process automation is a plus.
- Proficient with CRM, Microsoft Visio, & MS Office Suite (Word, Excel, PowerPoint).
- Working knowledge of Adobe Acrobat, Illustrator, Photoshop, and InDesign.
- Experience in vertical markets such as transportation, security, energy or process automation is a plus.
- Able to travel 25%

ESSENTIAL JOB FUNCTIONS:

- Must be able to travel via airplane for up to 8 hours
- Must have a valid driver's license and be able to travel via automobile for up to six hours at a time
- Must be able to travel overnight
- Must be able to sit for 4 hours at a time
- Must be able to stand for extended periods of time
- Must be able to lift a minimum of 50 lbs
- Comply with company attendance and dress code policies and guidelines

Director of Marketing & Product Management

Date