



TITLE: Product Marketing Manager

REPORTS TO: Director of Marketing

General Responsibilities:

The Product Marketing Manager heads the marketing plans, objectives, policies and work procedures of the Work Station Crane, Jib, Fall Arrest and hoist product lines for Gorbelt. The hired candidate will establish relationships with the customers (dealers and end users) that buy our products and use that knowledge to develop and implement marketing plans that allow us to retain customers, acquire new customers, and penetrate new markets. The Product Marketing Manager knows competitors, their products, and will develop/deploy sales tools to allow Gorbelt to effectively compete. This person will be the champion for product enhancement/improvement and product expansions.

Specific Duties:

- Product planning: responsible for strategic sales/marketing plans for each product that will accomplish corporate goals
- Leads or participates on business development teams in order to systematically launch new products and programs that meet the needs of customers
- Prepares reports showing sales volume, potential sales, and areas of proposed expansion to grow
- Directs target market activities: this includes the identification of high potential markets/applications, ways to improve lead generation in our existing channels, new channel opportunities, and OEM opportunities
- Provides alignment between engineering, customer service, and sales in the areas of product enhancements, line expansions, and new products
- International Market Research: leading the effort to identify high potential international markets, research and recommend market entry and penetration strategies, competitive research, and developing a marketing plan for high potential markets
- Responsible for setting prices or making recommendations for price changes
- Sales support tool development: responsible for effectiveness of marketing collateral, web content, and programs that support the sale of our products
- Competitive position: assessing and reacting to competitive product changes and market changes
- Travels with territory reps to observe, educate and evaluate performance; meets with key clients, assisting sales representative with maintaining relationships and negotiating and closing deals
- Works with the customer service group to resolve and strengthen our ability to provide useful information to customers and improve our method for delivering this information
- Systematically provides customer input to management so that plans can be developed to enhance the overall customer experience



- Uses and evaluates quote and ordering tools and provides guidance on enhancements from the customer perspective
- Translates features of products into tangible benefits to customers in a logical manner for maximum effectiveness
- Assists with training content and contributes to factory training schools (10 per year) and national sales meeting
- Coordinates “Voice of the Customer” program so that insights are actionable throughout the organization
- Represents Gorbelt at trade shows and industry seminars

Job Qualifications:

- Bachelor’s degree or eight-years of experience in the material handling industry required. MBA preferred
- 3-5 years of progressive experience in product management, marketing management, or related technical field
- Demonstrated ability to take market input, develop plans, and lead the execution of those plans
- Excellent communication skills required (both verbal and written); proven negotiation skills
- Excellent interpersonal skills – ability to work with all levels within outside the organization
- Proficiency with Microsoft Word, Excel, PowerPoint also required. Use of reporting software (Tableau, Power BI) preferred
- Travel requirement: 30 – 35% required

Core Competencies to be Successful:

- Customer/quality focus
- Strategic, long term thinking
- Effective planning skills
- Project management
- Communication/Influence
- Leadership/development of others/team building
- Follow through

ADA Physical/Mental/Workplace Requirements

- Occasional lifting up to 25 lbs
- Sitting, working at desk/personal computer for extended periods of time
- Primary work environment is professional corporate office

Gorbelt, Inc. is an equal opportunity employer.