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120 Max Hurt Drive • Murray, KY 42071

## POSITION DESCRIPTION

### Senior Product Marketing Manager

**Reports to:** CMO

The Senior Product Marketing Manager translates ITS products and services into clear market value by deeply understanding buyer personas, crafting differentiated positioning and messaging, and equipping Sales with the tools needed to win. This role owns strategy for key efforts, including launches, sales enablement, competitive intelligence, and thought leadership content that drives awareness, preference, and revenue.

#### Role Overview

- Lead product positioning, messaging, and go-to-market strategy for key products and services, ensuring strong alignment with target buyer needs and business goals.
- Serve as the expert on ITS buyer personas, use cases, and competitive landscape, and translate those insights into compelling narratives and sales tools.
- Drive a strategic thought leadership agenda by shaping themes, stories, and content that reinforces ITS's market authority and support demand generation and sales conversations.
- Partner closely with Product, Sales, and Marketing to ensure launches, campaigns, enablement programs, and thought leadership content are tightly integrated and effective.

#### Key Responsibilities

##### 1. *Strategy, personas, and messaging*

- Develop and maintain detailed buyer personas, including pain points, success metrics, buying criteria, and purchase influence.
- Create and update product positioning and messaging frameworks that clearly articulate overall and persona-specific value propositions and differentiation.
- Ensure all customer-facing assets (website, campaigns, presentations) consistently reflect approved messaging and persona insights.

##### 2. *Sales enablement and collateral*

- Develop and maintain sales tools and collateral such as pitch decks, one-pagers, battlecards, product briefs, case studies, etc. mapped to the buyer journey.
- Partner with Sales leadership to identify enablement gaps and build programs (training, content, tools) that improve win rates and sales productivity.
- Train Sales on messaging, new product releases, and competitive positioning; gather feedback from the field to refine materials.

##### 3. *Go-to-market and product launches*



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- Define go-to-market strategies and launch plans for new products, features, and packages, including objectives, audience, messaging, channels, and success metrics.
- Coordinate cross-functional launch activities with Product, Sales, Marketing, and Customer Success to ensure timely, aligned execution.
- Track and report launch performance, using insights to optimize future releases and iteratively improve GTM processes.

#### **4. Competitive and market intelligence**

- Lead ongoing competitive intelligence efforts, including monitoring competitors' offerings, positioning, pricing, and campaigns.
- Synthesize competitive insights into practical guidance for Sales and leadership through battlecards, briefings, and regular updates.
- Identify market trends and customer needs to inform product strategy, roadmap prioritization, marketing themes, and ITS positioning and competitive differentiation messaging.

#### **5. Thought leadership and content**

- Develop and drive a product-aligned thought leadership strategy that reinforces ITS expertise and credibility in key markets and verticals.
- Partner with internal and external subject-matter experts to create high-value content such as white papers, webinars, blogs, and speaking topics that map to buyer challenges.
- Ensure thought leadership content supports demand generation and ABM programs and aligns with personas and the buyer journey.

#### **Qualifications**

- A. 7–10 years of experience in B2B product marketing, with significant experience in SaaS or technology-enabled services.
- B. Demonstrated success owning product positioning, messaging, and go-to-market strategy for one or more products or portfolios.
- C. Bachelor's degree in Marketing, Business, Communications, or a related field (or equivalent practical experience).
- D. Ability to travel occasionally for team meetings, customer visits, field events, or conferences as needed.

#### **Skills and Competencies**

1. Proven experience in B2B SaaS product marketing, with a strong track record of successful product launches and impactful sales enablement.
2. Deep familiarity with building and operationalizing buyer personas and buyer journeys, especially for complex or multi-stakeholder deals.
3. Strong storyteller with the ability to translate technical capabilities into clear, compelling value narratives for different audiences.



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4. Excellent written and verbal communication skills, including the ability to create high-quality content and deliver effective trainings and presentations.
5. Strong strategic and analytical skills, with the ability to interpret market, customer, and performance data to drive recommendations and decisions.
6. Highly collaborative, comfortable working closely with Product, Sales, Marketing, and leadership in a fast-paced, evolving environment.
7. Strong project management and organizational skills; able to manage multiple launches and initiatives with competing deadlines.

*Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.*