

Product Marketing Manager

The Company

Smart software for creative people.

There are three things that make The Foundry unique:

1. Our forward-thinking approach to making creative software
2. The people that drive it
3. Meaningful relationships with our customers

Our software solutions are anything but ordinary. The workflows they create serve multiple industries and generally make doing creative things a walk in the park.

We know that tools in VFX are also relevant to designers and vice versa. It's that understanding that helps us to develop flexible, open products that solve problems.

The portfolio is as creative as it is technical, packed full of ground-breaking award-winning techy goodness that will have even the most demanding organization or one-man-show salivating.

We are a little bit proud of what we achieve at The Foundry and want to take you on our journey with us.

The Role

Reporting into The Head of Media Production Business Strategy & Operations, the Product Marketing Manager is responsible for directing the outbound marketing activities for a number of products within the Media Production portfolio. The Product Marketing Manager is responsible for crafting the messaging and positioning for their range of products. As The Product Marketing Manager you will conceive and develop innovative marketing programs that drive demand, and support the wider business in implementation of these plans. The Product Marketing Manager is responsible for ensuring the success of their product portfolio working closely with, and providing insight to, the wider business.

Attention to detail, excellent analytical and communication skills, along with the ability to grasp and translate technical capabilities into benefits is crucial. You will be the customer expert and use these skills to ensure the day-to-day success of your product portfolio.

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The Responsibilities

- Product evangelist - Develop product positioning, messaging and steering documents that differentiate your products in the market, for use both internally and externally.
- Sales enablement – communicate the value proposition of the products to the sales teams and work with them to define and develop the necessary tools that support the selling process of your products
- Product launch - plan the launch of new products and releases and manage the cross-functional implementation of the plan.
- Business intelligence – own the annual product budget, analyse the market, sales figures, lead flow process and business operations to ensure products meet monthly, quarterly and annual targets.
- Market intelligence – be an expert on your buyers and users, how they buy and their buying criteria; be an expert on your competition and how your products stack up in the market.
- Product strategy – Feed into market and product requirements working closely with the Heads of Media Production and Product Management to develop product strategy and roadmaps.
- Product Management – Work closely with the Product development, licensing, web and other operational teams, most notable the product managers, to ensure the on schedule delivery of products that meet market requirements.
- Demand generation – develop the strategy and manage the marketing programs that drive demand for your products throughout their lifecycle.

The requirements

- Degree in Business, Marketing or Computer Science.
- 5+ years of technology product marketing experience with at least 2 years experience in a field facing role
- Excellent knowledge of industry technology and demonstrated technical aptitude
- Proven project management ability, sound judgement, and the ability to develop trusted relationships
- Self-starter with the maturity to work independently with a strong sense of urgency
- A reputation for producing the highest quality of work
- Proven track record as a creative and strategic thinker with the ability to drive to clear decisions
- Exceptional problem solving skills and the ability to lead execution across cross functional teams in multiple locations
- Strong team player with a proven ability to collaborate with individuals across all departments and levels of the organization
- Demonstrated ability to negotiate and influence decisions
- Ability to balance multiple priorities effectively within a fast-paced environment
- Strong analytic skills and a record of measuring and analyzing results
- Experience developing successful relationships with customers and potential customers
- Excellent organizational skills and a strong attention to detail
- Exceptional verbal and written communication skills

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- Ability to travel as needed

Applying

If you meet the criteria, are eligible to work and are interested, please send your covering letter, CV, salary expectations and notice period to jobs@thefoundry.co.uk with the subject "Product Marketing Manager".

More About Us.

The Foundry was established in 1996. It is now the fastest-growing company in its field today, and is internationally renowned for its collaborative and open approach to software development.

Led by CEO Bill Collis and a management team that still includes the original founders, The Foundry is backed by The Carlyle Group with a substantial portion still owned by the staff.

The Foundry develops award-winning computer graphics and visual effects (VFX) software used globally by leading artists, designers and creative professionals. The portfolio lets users create inspiring and technical high-end visuals across a wide range of industries including product and concept design, marketing & advertising, media & entertainment and game development.

In September 2012, The Foundry added MODO, a 3D software package that combines modeling, painting, animation and rendering, to its portfolio. In addition to MODO, the product line includes NUKE (industry standard compositing), HIRO (shot conform and review), MARI (3D digital painting), KATANA (a look development and lighting framework), FLIX (collaborative visual story development), OCULA (a stereoscopic correction toolset) as well as a range of plug-ins.

In the design world, MODO enables the creation of a huge variety of things from products and advertising material to games assets, animation projects and beyond.

All of the company's products, including MODO, are used to create breathtaking visual effects sequences on a wide range of features, television projects and commercials. High profile examples include Gravity, Pacific Rim, World War Z, The Hobbit and the 2013 Oscar® winner, Life of Pi (Best Visual Effects). In television examples include Once Upon A Time, Falling Skies, Boardwalk Empire and Game of Thrones.

Clients include major feature film studios and post production houses such as Pixar, ILM, Double Negative, The Moving Picture Company, Walt Disney Animation, Weta Digital, Framestore and Sony Pictures Imageworks.

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In 2013, The Foundry made the Sunday Times Tech Track 100 for the fourth consecutive year, ranking in 92nd position. This year, the company has also been shortlisted for categories in the UK Tech Awards and the National Business Awards. The Foundry's CEO Bill Collis was recognized as the UK Technology winner for the Ernst & Young Entrepreneur of the Year award.