

Product Marketing Manager

Open Position

Parallax, Inc. is a small (40 employees) privately held company located in Rocklin, California. Parallax designs and manufactures microcontroller development tools and small single-board computers that are used by electronic engineers, educational institutions, and hobbyists. Our current product line consists of BASIC Stamp® microcontrollers and development software, SX chips and programmers/debuggers, project boards, sensors, educational tools, robotics kits and accessories. These products are sold to customers in education, commercial/industry and hobby sectors. Examples of how Parallax customers use our products are shown at http://www.parallax.com/html_pages/resources/custapps/main.asp.

The Product Marketing Manager position reports directly to the Vice President of Sales and Marketing. Although this job description includes a variety of marketing tasks which may seem fairly obscure, they are best learned in practice on actual products, which is how the training would be handled for this position. As the skills with Parallax systems are developed and the position becomes more autonomous, the Product Marketing Manager would be free to develop new approaches to marketing. This position initially does not manage any staff, though Parallax provides the opportunity for promotion to Marketing Manager.

Required Skills:

- Positive communication abilities with task-oriented output (skills with speaking, motivating, listening, coordinating, brainstorming, reading, effective meeting holding and social perceptiveness are imperative)
- Some technical skills in electronics are helpful; appreciation of the product line and ability to gain an understanding of how the products are used will result in effective marketing
- Writing with concise and fairly terse English with a focus on core content and presentation instead of marketing fluff, giving the customer the information needed to enable a purchase
- Process oriented approach, with follow-through, efficiency and consistency
- Ability to make decisions and proactively turn good ideas into action
- Basic web skills with HTML (the primary purpose of this position is to manage content, and provide it to the web development team for posting)
- Interpersonal/leadership skills which get the mission accomplished through the inclusion of others
- Ability to coordinate, motivate and prioritize the work of marketing team to achieve identified tasks
- Ability to rely on experience and judgment to plan and accomplish goals.
- Technical skills with typical computer software, specifically:
 - Ability to organize and prioritize tasks, schedule plans or meetings using Outlook
 - Data analysis with Excel, including some statistical summary and trend analysis
 - Quality, professional presentation of information and data using PowerPoint and the web
 - Basic business software navigation to obtain data pertaining to sales volume, pricing, trends and costs

Key Responsibilities:

- Develop, direct and implement specific marketing plans for category-specific and individual products
- Actively communicate with distributors about new Parallax products
- Identify and build relationships with partners who have joint interests with Parallax, Inc.
- Communicate consistently with all staff and specifically with involved departments about product marketing plans
- Lead efforts with content for packaging improvements
- Develop pricing strategies for new products; updating pricing strategy on existing products
- Write copy for web site, catalogs, printed advertisements and press releases
- Consult with product developer to properly present the hardware to our customers via web and printed material

- Analyze sales data trends and make decisions about how to handle marketing for a product's life cycle

Specific Duties:

- Announce new products and promotions to customers using the following promotional methods (or others, as appropriate):
 - News section on web site
 - Distributor updates
 - Press releases to key magazines
 - Product listing on Parallax web site (home page and product page)
 - Parallax discussion forums
 - Promotional opt-in e-mail subscription database
 - On-line advertisements in places seen by target audience
 - Printed catalogs
 - Targeted announcements by e-mail to specific customer categories (educational, for example)
- Develop and implement on-line promotional specials (weekend sale specials, unique kit combos, etc.); review the results afterwards to determine effectiveness of the promotion
- Provide content to graphic staff to develop distributor updates when the following occurs:
 - Price list changes
 - New product announcements
 - Improvements to product designs
 - Software and documentation updates
 - Parallax-sponsored trainings
- Maintain and develop content for Parallax web sites:
 - Collaborate with product developers to identify appropriate presentation on the web site
 - Identify and request graphic support required to present products and content on the web
 - Provide consistent, customizable presentation for different types of pages
 - Review and direct the posting of customer applications
 - Team up with 3rd Party Product Manager and supplier for non-Parallax products to develop web presentation and content
 - Meet with Education Manager to develop web content for Stamps in Class program
 - Maintain and improve the web categories developed for the Parallax product line, with a goal of providing an easy-to-navigate system so visitors can find the right products
 - Work with web team to obtain new and improved graphics where needed on a daily basis
 - Review all marketing material (on-line and printed) to ensure consistency
 - Develop and implement an RoHS compliance communication method for web showing which products are compliant with these lead-free requirements
- Manage Google.com advertising efforts
- Collaborate with Sales Manager to increase eBay.com sales opportunities for excess inventory, factory refurbished goods, etc.
- Actively monitor and study the Parallax discussion forums, identifying opportunities for improvement in our documentation, communication, product presentation
- Manage printed advertisement agreements, including rate negotiation
- Manage trade show logistics, staffing level and accommodations with efficiency in mind

Educational and experience requirements:

- Bachelor's degree (business, marketing, or electronics) with 5-6 years of professional work experience.
- Excellent writing skills
- Basic understanding of the electronic products manufactured and sold by Parallax.

Salary determined on employment, commensurate with experience, qualifications and enthusiasm.

Applications consist of a resume to our Human Resources contact:

Bonnie Teuton (916) 624-8333
Human Resources (916) 624-8003 fax
Parallax, Inc. e-mail: hr@parallax.com
599 Menlo Drive, Suite 100
Rocklin, CA 95765

Please visit our web site for more details about Parallax. <http://www.parallax.com>