

**Job Title:** Product Marketing Manager  
**Reports To:** VP Marketing High Power BU  
**Department:** Marketing  
**Location:** Hackettstown, NJ

**Date:** 08/20/19

**Description:**

Astrodyne TDI is a leader in the Semiconductor, Medical, and Military Markets for Power Supply Manufacturing. Developing power technologies and products that people depend upon to enhance, protect, and save lives. Astrodyne TDI is a technology driven company that differentiates itself by engineering power related solutions that solve high value problems in our target markets with a mindset for continuous improvement.

This position is responsible for the product management and technical support for the High-Power Business Unit's portfolio of products from 800W to 250kW. Product management responsibilities include product line growth, product customization management, sales training, and product roadmap development. Technical responsibilities to train sales, customer service, and customers on our AC/DC and DC/DC power supply products. Works closely with Engineering, Sales, Marketing, Customer Service and Operations to ensure revenue and deliverable goals are met.

The Product Marketing Manager will work closely with the VP of Marketing and the CTO to plan and execute a strategic plan that shapes the future of the company in technology and revenue growth. Strong skills in Strategic Planning, Market Mapping, and Power Electronics will be keys to success. It is expected that the Product Marketing Manager will have a future thinking mindset to listen to the customers' needs and intuit the features and technology needed for the next generation products in the product line road map.

**Qualifications:**

- Bachelor's degree minimum in EE or ECE
- Minimum of 5 years of experience in technology and/or marketing applicable to the job
- Experience in Power Electronics Industry preferred
  - Experience in Semiconductor, Medical Devices, or Industrial OEM Market spaces secondary
- Deep understanding and interest in product technology and design
- Ability to set detailed action plan for the team despite ambiguity
- Ability to work in a highly cross-functional environment to drive stakeholder alignment and scaled communications
- Influential leadership skills, ability to rally colleagues across multiple departments to achieve common goals
- Organized self-starter with ability to manage multiple projects simultaneously from inception to completion

**Responsibilities:**

- Develops and maintains price lists, part numbers, and Market plan
  - Cost Analysis
  - Experience with MCOS and Gross Margin Calculations
  - Benchmarking
- Execute detailed technical proposals for custom power supplies
  - Ability to understand and define customer requirements and clearly articulate needs to engineering team to collaboratively define scope of the project
  - Exceptional technical writing skills with ability to communicate complex technical features and concepts in engaging, simple, and comprehensive terms
  - Strong verbal skills to sell the concept to the customer
- Product Line Management
  - Collateral Creation and Upkeep
  - MRD (Market Research Document) Creation for internal R&D projects
  - Strategic Planning
    - Target Markets
    - Product Road Map
    - Value Proposition
  - Technical Sales training
    - Webinar for field sales
    - Visits to the field
  - Technical Customer Support
  - Market Research including TAMs and SAMs
- Capability of closing complex strategic deals ranging \$250k to > \$1M/year
- Support VPM with forecasting and revenue commitments
- Content Creation for Digital Marketing
  - In-Bound Marketing supporting the various parts of the cycle:
    - Awareness
    - Consideration
    - Purchasing
  - Previous experience with Salesforce and/or Hubspot useful
  - Hubspot Workflow Creation
- Strategic Account Management
- Travel up to 25%

**Due to Military affiliations, we are unable to sponsor candidates who require a Visa. Candidates MUST be a US Citizen or a Permanent Resident/Green Card Holder.**

Astrodyne TDI provides equal employment opportunities to all employees and applicants. Our culture is one that provides opportunities for employee involvement, growth, and development. Astrodyne TDI offers competitive salary, paid time off, robust healthcare benefits, and 401(k).

To Apply: Please email your resume and cover letter to [Lindsay.Finnigan@astrodynetdi.com](mailto:Lindsay.Finnigan@astrodynetdi.com)