



Spruce Environmental Technologies, Inc. is the leading environmental company dedicated to eliminating indoor air pollutants and reducing radon. Our products are second to none and we stand proudly behind their quality.

As a result of our increased growth, we are adding a **Product Marketing Manager** to our Marketing team, reporting to the Director of Marketing.

As a **Product Marketing Manager**, you will be responsible for the outbound marketing activities for multiple product lines from crafting the messaging and positioning products to conceiving and developing innovative marketing programs that drive demand. Must be well versed with marketing analytics regarding competitor analysis and market research; and have ability to clearly define and communicate go-to-market strategy with marketing elements.

Within the first 6 months, you will:

- 1) Understand existing products/markets
- 2) Work as part of an integral team to develop for new products/markets

Primary Responsibilities (include but are not limited to):

- Determines customers' needs and desires with specific market research information.
- Recommends the nature and scope of present and future product lines by reviewing product specifications and requirements; appraising new product ideas and/or product pricing or packaging changes.
- Assesses market competition by comparing the company's product to competitors' products.
- Provides information for management by preparing short-term and long-term product sales forecasts and special reports and analyses; answering questions and requests.
- Brings new products to market by analyzing proposed product requirements and product development programs; preparing return-on-investment analyses; establishing time schedules with engineering and manufacturing.
- Manage existing online product offerings for ROI and various retail sites.
- Manage product life cycle including long term road map, conducting product presentations, developing sales tools and presentations, drive ongoing improvement in sales and profitability.
- Manage the new product launch process; drives the marketing communications and retailer/distributor activation; ensure readiness to launch of all supporting assets, including digital; prepare product material to support field marketing and cross functional teams.
- Introduces and markets new products by developing time-integrated plans with sales, advertising, and production.
- Responsible for product pricing by utilizing market research data; reviewing production and sales costs; anticipating volume; costing special and customized orders.



- Completes operational requirements by scheduling and assigning employees; following up on work results.
- Manage product related support and customer feedback to inform product refinements and ongoing development.
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- Contributes to team effort by accomplishing related results as needed.

Required Education/Experience:

- Bachelor degree in Management, Marketing, Business Administration, or related areas.
- Minimum 5-7 years in product brand management experience required with at least 3 years in environmental product experience.
- Product Management Certification a plus.
- Travel Requirements: Occasional 25%
- Very strong written and persuasive oral communication skills
- Must be highly motivated, creative and decisive.
- Work well under pressure, maintain flexibility, and manage projects through to completion on deadline
- Excellent people and management skills to interact with staff, colleagues, and cross functional teams, and third parties.

What does this mean to you?

You will never be bored, you will find yourself challenged on a wide range of projects with many opportunities to make a positive impact and grow your career!

Contact us today by sending your resume and cover letter to jobs@spruce.com.