



At SafeNet, our goal is to employ the brightest and most talented people in the industry. With more than 30 offices worldwide and more than 1,100 employees, we know the importance of hiring the very best to make our company succeed. No matter what the job is—Tech Writer, Software Engineer, or Customer Service Rep—we’re always looking for our future leaders. If you’re seeking a challenging career and would like the opportunity to advance, then SafeNet may be right for you. SafeNet, get inside.

We are currently recruiting for the following position to be located at our corporate headquarters in Belcamp, Maryland.

Product Marketing Specialist

Summary:

Responsible for content and material creation and external activities that promote/evangelize designated products to the field. Assists in crafting and mobilizing the messaging and positioning for products, and be responsible for the execution of supporting materials (sales tools, presentations, collateral, web content, newsletters, and launch programs) that enable the field to position and promote our products effectively. Tasked with developing a strong understanding of customer buying criteria, and understanding competition and how SafeNet positions against them and effectively transfer that knowledge to the sales team and channel through sales tools, competitive intelligence and training programs.

Qualification Requirements:

Education: Bachelor's degree in software development, marketing, communications, or business administration. Advanced degree (MBA) in business management or marketing preferred.

Experience: 3 years experience in marketing (high-tech B2B marketing preferred). Prior experience working in the high-tech, software, and/or licensing industries is preferred.

Skills:

- Very strong written communication skills
- Ability to grasp and translate technical capabilities into benefits
- Excellent people and management skills to interact with staff, colleagues and cross-functional teams, and third parties.
- Ability to work autonomously and in a self-directed manner and manage multiple ongoing projects
- Attention to detail and an eye for quality

Essential Duties & Responsibilities include, but are not limited to the following:

Product content creation

- Based on the key messages, positioning and differentiators of assigned product line -- will develop content for collateral, organic website (new content and updates), sales training tools/materials, product demos, launch communications, and lead generation campaign materials, and work with the field and product marketing teams to execute of these initiatives.

Product communications

- Works with product management to understand and effectively communicate product and feature releases, beta testing process, roadmap changes, pricing by managing content on the intranet, preparing mass communications, and updating product documentation.
- Responsible for the creation of external and internal marketing communications including, but not limited to product updates, customer newsletters, sales newsletters, partner newsletters, , and event communications support,

Marketing content creation

- Based on market drivers, evolution, and customer purchasing patterns, the product marketing specialist will manage the creation of customer case studies, webinars, training programs, and vertical bundles for opportunities identified by business unit leaders.

Sales enablement

- Works closely with other team members to plan and manage the execution of regular sales training sessions including closed-loop feedback and success measures by building on-demand and live training sessions, developing testing mechanisms to gauge knowledge retention, and maintaining a dynamic list of new and recurring topics to focus on.

Product launch support

- Work closely with product marketing team to plan and coordinate the launch of new product releases and manage the cross-functional implementation of the plan; educate field teams in the positioning of new product, ensuring a strong field understanding of USPs, target audience, buying drivers, competitive positioning.
- Other duties and special projects as assigned.

We offer competitive salaries, an excellent benefits package, telecommuting opportunities for some positions and a beautiful corporate headquarters overseeing the Bush River in Harford County, Maryland.

On site, our employees can take time from their busy days and unwind in our fitness center. At no cost to our employees, our fitness center includes a nice selection of stationary bikes, treadmills, elliptical machines and an all purpose multi-station gym.

Our 3rd floor break room is an ideal place to spend your lunch time with other co-workers. Fully equipped kitchen appliances and an ample selection of vending choices will give you a variety of options with lunches and dinners. A cable TV, air hockey and ping pong tables will unfortunately make your lunch break go by very fast. We are minutes away from many restaurants and “lunch places” and a few miles down the road from I-95.

To apply for this position please send your resume to humanresources@safenet-inc.com

SafeNet is an Equal Opportunity Employer

