

**Job Title: Product Marketing Manager****Location:** Timonium, Maryland or Remote

**Company Overview:** AiRISTA is a global provider of real-time location services (RTLS) solutions. Our comprehensive portfolio of hardware and software helps customers track assets and people in real time to improve processes, efficiency, and safety. Recognized as “Leaders” in Gartner’s Magic Quadrant for Indoor Location Services 3 years in a row, AiRISTA provides solutions for healthcare, manufacturing, hospitality, education, and other markets.

**Position Overview:** We are seeking a dynamic and experienced Product Marketing Manager to join our high-tech team. The Product Marketing Manager will play a pivotal role in defining our product messaging, positioning, and go-to-market strategy. This role requires a blend of strategic thinking, technical knowledge, and creativity to effectively communicate the value proposition of our products to both technical and non-technical audiences.

**Responsibilities:**

- Develop sales enablement tools and customer collateral that drives demand and adoption for AiRISTA products. These tools and collateral may include presentations, datasheets, case studies, videos, competitive analysis, press releases, etc.
- Accountable for creating and executing marketing campaigns to generate sales leads. Analyze marketing and sales data to evaluate campaign effectiveness and make data-driven decisions.
- Develop, implement, and maintain digital marketing programs including regular social posts, paid advertising, website strategy, SEO strategy, media sites, and trade organizations.
- Provide joint partner marketing assistance for collateral, events, training, etc. to ensure partners are properly messaging AiRISTA solution with partner solution.
- Assist product management, sales and other departments as needed to ensure product launches are successful, understanding of competitive landscape, and financial goals are met.
- Accountable for trade show events in collaboration with Sales; booth design, demos, messaging, project management.
- Manage, develop plans, and schedules for external groups including analyst relations, marketing agencies, industry events, webinars, etc.

**Skills:**

- WordPress design & maintenance

- HubSpot workflows
- Collateral layout using Adobe and Microsoft tools
- Google tools: GA4, GSC, Google Ads

**Qualifications:**

- Bachelor's degree in a related field; MBA preferred.
- 5-10 years of experience in product marketing within the high-tech industry, preferably in RTLS or wireless technologies.
- Proven track record of successfully launching and marketing complex products to technical and enterprise audiences.
- Strong analytical skills and ability to interpret data to optimize marketing strategies.
- Excellent written and verbal communication skills, with the ability to effectively articulate technical concepts to diverse audiences.
- Ability to thrive in a fast-paced, collaborative environment with multiple stakeholders.
- Experience with marketing automation tools, CRM software, and analytics platforms.
- Solid understanding of SEO/SEM, content marketing, and digital advertising.