

## Product Marketing Manager – Industry Management and Automation (IMA)

PHOENIX CONTACT Ltd.  
8240 Parkhill Drive  
Milton ON L9T 5V7  
Phone: 800.890.2820  
[www.phoenixcontact.ca](http://www.phoenixcontact.ca)

**Location:** Milton, ON, Canada

The Product Marketing Manager – IMA is primarily responsible to drive brand awareness and increase market share of the Industrial Automation and Networking product portfolio. The Industry Management and Automation Business Unit offers an open and flexible portfolio on PLCs, I/O's, HMI, Industrial PCs, Machine Safety and Industrial Networking enabling OEMs and End Users to realize innovative automation solutions in machine building and vertical markets.

The Product Marketing Manager (PMM) will develop effective marketing strategies and plans to communicate the features and benefits of existing and new products to the Canadian market.

The PMM will handle market research on current trending products, establish market launch plans for upcoming products, influence pricing, guide sales teams, develop messaging and market positioning around products.

The Product Marketing Manager reports to Head of IMA and closely works with HQ team members in Germany and USA to ensure that Canadian marketing plans meet local and global objectives.

### RESPONSIBILITIES:

- Continuously develop a knowledge and understanding of the local industrial automation and networking market(s) and select the products from the portfolio which are applicable, and which will best help in achieving the sales budget.
- Recommending pricing strategies and providing direction to align sales with optimum Value Selling Proposition
- Increase brand awareness and position Phoenix as a innovative leader in Industrial automation and networking portfolio.
- Communicate the vision and articulate customer value of new products to the sales team and develop sales tools that facilitate the selling process.
- Build brand (portfolio) awareness by supporting the Marcomm team with content for digital marketing and trade publication use.
- Continually develop the knowledge and understanding of the technical aspects of the product portfolio, the advantages (value) and what differentiates the products over those of the competition.
- Collaborate with the Product Marketing team of other Business Units to coordinate on product campaign.
- Support our sales team with customer visits for new product introductions, special projects and/or technical application support.
- Participating and/or presenting at trade shows and other company/customer events

## Product Marketing Manager – Industry Management and Automation (IMA)

PHOENIX CONTACT Ltd.  
8240 Parkhill Drive  
Milton ON L9T 5V7  
Phone: 800.890.2820  
www.phoenixcontact.ca

### QUALIFICATION REQUIREMENTS:

- University degree and/or College Technician/Technologist, or Marketing
- Minimum 5 years' experience in Product Marketing and/or Business Development of Industrial Automation and Networking products
- Financial Management, ability to make decisions and accountability
- Strategic Ability, Planning and organisational skills
- Excellent communication, analytical and presentation skills
- Excellent understanding of the customer decision process and key drivers.
- Understanding of the Industry Market Segment and Channel Partners is an asset
- French speaking is an asset.

### ESSENTIAL JOB REQUIREMENTS:

- Proven Product Management Experience
- Attendance in accordance with company policies and participation in local, regional, and
- (inter)national meetings
- Must be able to travel overnight as required

Interested candidate may reply in complete confidence by submitting a resume with a summary of achievements to: [pxcca-sm-hr@phoenixcontact.com](mailto:pxcca-sm-hr@phoenixcontact.com)

We appreciate your interest; however only candidates selected for interviews will be notified.

**Phoenix Contact Ltd welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.**

### Recruiters:

*Phoenix Contact has an internal Staffing Department. Recruiters are hereby specifically directed NOT to contact Phoenix Contact employees directly in an attempt to present candidates. Phoenix Contact will not accept unsolicited resumes from any source other than directly from a candidate. Any unsolicited resumes sent to Phoenix Contact, including unsolicited resumes sent to a Phoenix Contact mailing address, fax machine or email address, directly to Phoenix Contact employees, or to Phoenix Contact's resume database will be considered Phoenix Contact property. Phoenix Contact will NOT pay a fee for any placement resulting from the receipt of an unsolicited resume. Phoenix Contact will consider any candidate for whom a Recruiter has submitted an unsolicited resume to have been referred by the Recruiter free of any charges or fees. Phoenix Contact will not pay a fee to any Recruiter that does not have a signed Phoenix Contact contract in place specific to the position for which the resume was submitted. Recruiting vendor agreements will only be valid if in writing and signed by Phoenix Contact's Director of Organization Development and Talent Acquisition or his or her designee. No other Phoenix Contact employee is authorized to bind Phoenix Contact to any agreement regarding the placement of candidates by Recruiters. By submitting a candidate to Phoenix Contact, recruiters agree to be bound and comply with this policy.*