

Sr. Manager, Product Marketing

This position will spearhead the Spanish market in the Texas/ Florida/California area by developing business relationships that will promote the recommendation and adoption of Simply Accounting's bilingual English/Spanish product & service offerings.

Responsibilities:

- Act as an advocate for the Simply Accounting business product & service offerings of the Hispanic market in the Texas/Florida/California area.
- Create business plans supporting new project proposals for Simply Accounting.
- Work with the Simply Accounting Organization to ensure successful "take-to-market" new initiatives, and partner with R&D organization to develop US/Spanish specific functionality as needed.
- Research & understand local requirements in the current product that can help grow the opportunity, and clearly document for Simply Leadership team's approval.
- Build strategic business alliances/relationships with key influencers in targeted markets to promote Simply Accounting and Sage Spark.
- Facilitate and train the use and value proposition of Simply Accounting to key influencers, and support them as they develop a successful consulting practice
- Work closely with PR to identify key opportunities within the Hispanic Small Business market in the California area.
- Handle all concurrent tasks, manage time efficiently and effectively, and execute on all responsibilities within set timelines.
- Special projects as assigned.

Qualifications:

- Related post-secondary education (marketing, business administration, and business communications preferred.)
- Proven experience in product marketing and sales experience ideally in a commercial business application software environment, or related industry.
- 3+ years of proven experience in development of new markets
- Strong oral and written communication skills and proven ability to work cross-functionally, between technical and non-technical teams.
- Consistently demonstrate a high level of customer service for internal and external customers.
- Strong project management skills with preference for experience in business software or related applications.
- Experience in public speaking representing products and company to external audiences (customers/industry leaders/press/analysts).
- Proven track record of launching new products on time.
- Must be self-motivated and able to work independently.
- Bilingual Spanish/English is a must.
- Must be able to travel up to 40% of the time.

Only resumes submitted via this link will be considered:

<http://careers-sage.icims.com/jobs/2862/job?&sn=hmarketing>