

Marketing Product Manager

Company Overview

EyePromise provides ocular nutrition, technology and support to enhance and protect vision. From doctors to athletes, professionals in every field rely on EyePromise products and industry-leading insights. We use science to lead our efforts so we can continue to deliver proven outcomes that change lives.

Summary

As Product Manager you will take ownership of the product lifecycle for the front of eye vitamin line. You will have primary focus on our direct to consumer (DTC) business and help manage the eyecare professional (ECP) business and develop a full understanding our target markets and their needs. You will play a key role in the development of both internal and external messaging and communication plan for all channels. In this role, you will define our product positioning, conduct competitive analysis, and go-to-market strategy for current and emerging markets to generate demand to meet objectives.

You may be a great fit for EyePromise's® Marketing Product Manager if:

- You have a proven track record of successes in driving marketing strategy and tactics within the eyecare, nutraceuticals and/or healthcare industries.
- You are technically savvy with strong Ecommerce experience i.e., SaaS Ecommerce platforms and Amazon experience is preferred.
- You have working knowledge of HubSpot
- You are a passionate, driven professional with sound business aptitude and marketing instincts
- You are self-motivated, results-oriented and able to work both independently and within a team
- You have the ability to multi-task and work across departments.
- You are a strong leader, communicator and possess superior interpersonal skills.
- You thrive in a fast-paced, innovative environment where you can take your career to the next level in the growing field of ocular nutrition.

Your Role:

To be successful in this role, you will develop and execute strategies and tactics to ensure that the products you support are the market leader for that specialty. Your responsibilities include:

75% - Product Management and Ecommerce

- Build marketing campaigns to support specific marketing objectives across different channels and segments in support of our corporate objectives.
- Market through various channels and segment databases working with customers data sets to drive acquisition and retention.
- Bring cross-functional leadership to the business and work between departments ensuring marketing is at the heart of the business in all channels.
- Develop business cases for marketing programs at the proposal stage and make recommendations on marketing tactics based upon campaign performance results.
- Lead the execution of marketing campaigns for your product line from start to finish, driving collaboration with the stakeholders and developing and leveraging the right internal processes.

- Work and collaborate with the marketing SEO Manager, and creative team, other internal stakeholders, and external agencies and vendors.
- Drive demand creation for our brands with day-to-day responsibilities developing, executing, and optimizing across all consumer tactics to reach monthly and yearly demand.
- Manage development of compelling marketing content that accurately communicates EyePromise's high quality and natural ingredients, to generate brand awareness and lead/demand generation for the EyePromise brand.
- Drive key testing initiatives and analyses to uncover meaningful insights while developing a testing best-practices plan to fuel program strategies.
- Act as a thought leader and owner for industry trends, best practices, and drive strategy and execution to ensure growth marketing program is best in class.
- Stay up to date with the latest digital marketing, performance marketing, and Ecommerce and Amazon industry trends.
- Lead the marketing team to develop product positioning and messaging specific for each channel.
- Manage digital marketing and creative agencies to execute promotional plans across these channels as they occur.
- Create and coordinate product content for sales enablement tools for best practices, education/training templates, white papers case studies, website, print and digital ads, videos, webinars, and blog posts.

25% - Research and Analysis

- Evaluate the impact of marketing programs in achieving their stated objectives
- Prepare and deliver KPI performance dashboards and periodic campaign reports and insights.
- Maintain and track marketing spend to budget - financial acumen.
- Maintain a competitor and market analysis on messaging/product/pricing to build EyePromise's DTC market share on both Amazon and EyePromise.com.
- Identify key trends, market drivers and customer requirements for your products and be the subject matter expert sharing this information with the sales and marketing teams.

Requirements:

- 7 years of Product Management experience within B2C/B2B industries with a bachelor's degree in Marketing or Business. A secondary preference will be given to healthcare/supplements.
- Strong analytical skills and experience measuring, monitoring and taking action based on campaign performance
- Experience building and executing complex marketing programs that span traditional, digital and direct response
- Strong project management skills in a team environment
- International experience is a plus
- Competency in software/tools:
 - SaaS Ecommerce platform
 - Hubspot
 - Google analytics
- Some field and meeting travel required