



## **Position: Marketing Manager – Los Angeles, CA**

You will be a part of PFT's global marketing & communications function and be responsible for executing North American marketing and communications programs for our Media & Entertainment (M&E) industry focused product and services portfolio with specific alignment to key accounts and user segments (broadcast, studios, and service providers).

**Job Location:** Los Angeles, CA

### **Role & Responsibilities:**

- Deliver on marketing strategy for user segments and key accounts Focus on demand generation campaigns to support targeted growth in key business areas
- Work with SMEs and Leadership teams in new GTM development/launch & other key sales initiatives
- Work with product teams develop product marketing initiatives
- Run pursuit marketing programs for must wins
- Coordinate with external and internal stakeholders (content owners, vendors, research, CRM, web & social, content writers, designers, etc.) to execute marketing programs
- Manage marketing, branding and communications at events
- Liaise with Group PR and AR functions; Group Marcom team in India (Mumbai)
- Work closely with Head of Global Marketing and Communications to meet geo-specific marketing goals

### **Candidate Background:**

#### **Experience:**

- Minimum 10-13 years of experience in global marketing and communications with an IT organization
- Should have prior experience in product marketing
- Demonstrated experience in developing and running demand generation campaigns
- Should have experience managing a team and working with global teams
- Experience in M&E sector and/or Cloud technology domain is a definite plus

#### **Soft skills:**

- Exceptionally strong communication / presentation skills