



PRIME FOCUS TECHNOLOGIES

Job Description

Designation: Product & Services Marketing Manager

Department: Global Marketing and Communications

Job Location: HQ in Mumbai. Hybrid WFH in the immediate future.

Employment type: Full time

Seniority level: Marketing Manager, Reporting to VP and Head of Marketing

Job Purpose

Part of PFT's global marketing & communications function, this role will work closely with Vice President and Global Head of Marketing & Communications and be responsible for executing product and services marketing programs for our Media & Entertainment (M&E) with specific alignment to key accounts and user segments (broadcast, studios, and streaming platforms).

Role and Responsibilities

Spearheading marketing initiatives including go-to-market campaigns and identifying new business opportunities for PFT's Product/Services portfolio.

- Work closely with PLM, Pre Sales and Sales to devise GTMs for CLEAR Media ERP Suite & Services
- Deploy successful marketing campaigns and own their implementation from ideation to execution
- Plan and execute launch of new features and functionalities/integrations
- Create marketing touch points for each campaign such as case studies, videos, blog posts, etc.
- Pursuit Marketing
- Devise and execute Account Based Marketing (ABM) strategies for key accounts
- Market and Business Intelligence
- Research market landscape and competitor offerings
- Provide concise and consumable information about changes in the industry, competitors and customers to leadership, stakeholders and sales team to help increase market understanding and compete better
- Build and maintain a sustainable intelligence library and framework for quick reference



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- Build strategic relationships and partner with key internal stakeholders, external agencies and vendors
- Identify white spaces and market opportunities backed by research to guide product team to create new features/functionalities and take them to market

About the Company:

Prime Focus Technologies (PFT) is the creator of Enterprise Resource Planning (ERP) software, CLEAR™ for the Media & Entertainment (M&E) industry. It offers broadcasters, studios, brands and service providers transformational solutions that help them lower their Total Cost of Operations (TCOP) by automating business processes around content and managing their business of content better.

PFT works with major M&E companies like Turner, PBS, Walt Disney-owned Star TV, Hearst, Channel 4, CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Starz Media (a Lionsgate company), Showtime, Complex Networks, HBO, IFC Films, Miramax, CNBC Africa, TERN International, Sony Music, Google, YouTube, Disney+ Hotstar, Amazon, Viacom's Voot, Cricket Australia, BCCI, Indian Premier League and The Associated Press.

PFT is the technology subsidiary of Prime Focus, the global leader in M&E industry services.