

ROCKFORD CORPORATION

Job Title: Product Marketing Specialist

Rockford Fosgate, high-performance audio manufacturer is looking for an innovative Marketing Product Specialist to join their in-house marketing department. This is an extremely visible position and we're looking for someone who has a passion for the audio lifestyle and culture.

This role is responsible for driving both iterative and innovative product copy writing solutions for all of Rockford Corporation's marketing and technical channels. Role requires you to create, edit and write content in a voice that is consistent to the brand for the use in consumer and trade mediums. This position reports to the Creative Manager.

Requirements:

- Develop differentiated product positioning and messaging that can be translated into key messages for a variety of audiences including customers, partners, media, industry analysts and investors
- Create core positioning and messaging content to support a customer centric buying process including collateral, sales tools, sales training, demand generation, and industry thought leadership
- Ability to create all brands' technical, sales and consumer facing messaging while using a uniform voice
- An authentic understanding of the target audience in which you are writing and speaking to
- Ability to take engineering technical speak and turn it into laymen terms
- Ability to prioritize the hierarchy of product features and technology to maximize product's selling potential
- Self managing projects from initial conception to completion
- Comfortable working on multiple projects in a fast paced, deadline driven environment
- Expert in MS Word, PowerPoint and Excel

What You Will Be Doing:

- Creating the feature / benefit list for each product based on technical specifications provided by New Product Development
- Attend product meetings on behalf of Marketing and communicate relevant information back to the Director of Marketing and Creative Manager
- Provide all technical content, selling features, and benefits of products for creative designs, product brochures, publications, product packaging, displays, websites, price sheets, and press releases
- Write copy for videos, presentations, including story boards and scripts
- Creates many different types of user documentation
- Organize material and complete writing assignment according to set standards regarding order, clarity, conciseness, style, and terminology while ensuring a uniform message for each brand
- Develop a database of standardized descriptions for product functions, features and technology
- Maintain a thorough understanding of the competitive landscape and markets
- Maintain records and files of work and revisions
- Edit, standardize, or make changes to material prepared by other writers

Qualifications:

- A team player with a positive attitude
- Expert in Excel
- Basic knowledge of file types (raster vs vector, JPGS, PNGS, PSD, etc.)
- Bachelors in Marketing, Communication, or similar
- Requires 5+ years of professional experience
- Excellent communication, grammar and people skills
- Travel as needed for trade shows, sales events, and training

Please submit your resume, cover letter, salary expectations and links to samples of your work to jobs@rockfordcorp.com