

**Product Marketing Manager (Vienna, VA)***(Reference Code: MA-PMM11)*

This dynamic technology marketing professional will manage the company's day-to-day product marketing efforts as it pertains to the MobileAccessVE product line, identifying on-going strategic marketing needs and executing marketing deliverables. The product marketing manager will implement the product go-to-market strategy, serving as a liaison, managing the day-to-day marketing relationship with our channel partners, throughout new product launch and post-launch phases. He/she will also serve as the internal team lead for product line marketing projects, working cross-functionally with internal marketing and technical teams to meet the marketing needs of channel customers and Corning MobileAccess sales. The successful candidate will be capable of and comfortable with conceiving and implementing field-marketing and communications initiatives for a variety of audiences. This individual will be responsible for creating and managing all communications related to the MobileAccessVE product line to the company's channel customers, including: a quarterly newsletter, product positioning and messaging, channel events, event promotions, and e-mail campaigns.

**Requirements:**

- Develop go-to-market plans for new products and manage on-going marketing support for existing product line.
- 4-6 years marketing of products or solutions in the telecommunications industry (wireless experience/knowledge strongly preferred)
- Experience marketing to wireless service providers and/or large enterprise customers
- English/Business Undergraduate degree, MBA is a plus
- Familiar with key marketing terminology and concepts
- Project management experience developing and managing complex Go-to-Market plans for technology products
- Advanced communication, writing, presentation development, and editorial skills are essential
- Highly detail-oriented, results driven, problem solver
- *If selected for the interview process, must present 4 published writing samples and at least one product marketing presentation*

**Desired Attributes:**

- Ability to manage relationships with executive-level stakeholders
- Comfortable using design software
- Graphics design and web development experience
- Comfortable learning about complex new technologies
- Strong problem-solver
- Creative marketer

**About Corning MobileAccess**

Corning MobileAccess, a division of Corning Cable Systems is a leading manufacturer of in-building wireless distribution products for wireless service providers, enterprise, healthcare, government, and educational applications. Corning MobileAccess provides cutting-edge technology and comprehensive turn-key implementation services to accomplish our customers' in-building wireless goals. For more detailed information please visit us at [www.mobileaccess.com](http://www.mobileaccess.com).

**How to Apply**

Please send your resume and cover letter via email to [jobs-us@mobileaccess.com](mailto:jobs-us@mobileaccess.com). Mention code: MA-PPM11