



Product Marketing Manager

Department: Marketing
Reports to: Director of Marketing
Location: In or near Port Orchard, WA, or in or near Union City, CA
Experience: 3 to 5 years
Job Type: Full Time (exempt)
Education: Bachelor's Degree in Marketing
Travel: Up to 10%

About Us

Tournesol Siteworks is a leading national manufacturer of commercial landscape products for green buildings based in the San Francisco Bay Area. We're a rapidly growing company, with manufacturing facilities in California, Washington and Texas, working on landscape and commercial construction projects across the U.S. and Canada. As the nation's leading manufacturer of commercial pots and planters, and a major player in custom site construction, we're a tight-knit team dedicated to the growth of the business.

About the Team

The marketing team is currently seeking a Product Marketing Manager to work out of our Port Orchard, WA office and manufacturing facility. The team consists of three parts – strategy, content, and operations, working together to create, promote and nurture our brand. At Tournesol Siteworks, it's the marketing team's job to lead us to future growth!

About the Role

As the Product Marketing Manager, you'll work directly with the Director of Marketing and with the Product Innovations Group to communicate the value of current and new products to our marketplace. The Product Marketing Manager will be focused on empowering go-to-market teams such as sales, support, customer success and account management by identifying a coherent marketing strategy for the product, shaping communications and product positioning. You'll be expected to know our market and understand its competitive environment, the customer base, and stay on top of developing market trends. You'll have a direct hand in accomplishing our #1 goal – a successful project in every way.

Essential Duties and Responsibilities

- Conduct competitor analysis & market research, become an expert with respect to the competitive landscape.
- Identify the product features to spotlight and empower the sales team with clear value propositions.
- Explain benefits of product features via customer-facing messaging.
- Select the appropriate pricing strategy for the product.
- Conduct product sales analysis – making recommendations to help increase revenue.
- Set up marketing campaigns for demand generation.
- Develop sales tools and collateral that align with brand standards. Tools might include webinars, advertising, and public relations campaigns, taking the product to tradeshow relevant to the product's target customers, getting the product covered by relevant industry analysts, etc.
- Complete market research and competitive analysis to understand the reasons customers purchase products. This includes a deep understanding of the competition and how customers think of and buy Tournesol products.
- Help define the product strategy and roadmap, developing the core positioning and messaging for the product.
- Act as the customer advocate articulating the user's and buyer's needs.
- Create marketing product launch plans and schedules working closely with the Product Manager.
- Help with new product design direction by working with Product Innovation Team to evaluate new products for Tournesol

Tournesol Siteworks provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, marital status, age, national origin, ancestry, physical or mental disability, medical condition, pregnancy, genetic information, gender, sexual orientation, gender identity or expression, or veteran status. In addition to federal law requirements, Tournesol Siteworks complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities.



Requirements

- Undergraduate degree in marketing or equivalent working experience
- Minimum 3 to 5 years marketing experience, ideally in building products, design or construction markets
- Strong organizational and project management skills.
- Excellent communication skills, both oral and written.
- Excellent interpersonal skills –must be able to articulate themselves quickly!
- Experienced with Microsoft Office, Adobe CreativeSuite and CMS/FTP Management
- Experience using AutoCAD, Keyshot or other Rendering Software highly desirable
- Graphic design skills, a plus
- Detail oriented
- Enjoy being part of a team, but also feel comfortable working on your own and taking initiative

Benefits

- Competitive salary
- Paid time off
- Paid holidays
- Medical, dental, vision, disability and life insurance
- 401k with employer match

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions, unless accommodation would cause undue hardship to the business. While performing the duties of this job, the employee is regularly required to:

	Physical Demands																	
	Lift/Carry				Push/Pull				Bend									
Frequency	< 10 lbs	11-20 lbs	26-40 lbs	41-100 lbs	< 12 lbs	13-25 lbs	26-40 lbs	41-100 lbs	Squat/kneel	Sit	Walk	Stand	Climb	Crawl	Reach above shoulder	Handling / Fingering	Twist/Turn	Keyboard
Occasionally	X														x	X	X	
Frequently											X	X						
Constantly										x								x

Occasionally – Activity or condition exists 1/3 of the time

Frequently – Activity or condition exists from 1/3 to 2/3 of the time

Constantly – Activity or condition exists 2/3 or more of the time

“Frequently” or “Constantly” are ESSENTIAL elements, or demands occurring in the job since they exist, in general, more than half of the time.

Physical demands which are designated “Occasional” may be considered essential depending on other conditions.

To Apply

Submit your resume and salary requirements to jobs@tournesol.com

Please do not submit more than once. We’ll do our best to respond within 3-5 business days to candidates being considered for the position. After a preliminary phone interview, you may be scheduled for an in-person interview. For more information visit www.tournesol.com or follow us on Instagram and Facebook.

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