
Reports to: Chief Marketing Officer

Department: Marketing

Classification: Exempt

Last Updated: 05/23/2025

Job Summary:

Strategic and customer-focused Senior Product Marketing Manager to lead the development and execution of product initiatives that drive business growth and deliver exceptional user experiences. You will be responsible for defining product vision, prioritizing features, and collaborating with cross-functional teams to bring innovative solutions to market in the pool category. This position will oversee the execution of the value proposition, building and executing on King Technology's pool and pool service product roadmap and drive towards the achievement of aggressive sales & profitability targets.

Essential Functions:

- Define and communicate a clear product vision and a 1–3-year product roadmap.
 - Define and prioritize product initiatives based on business value, customer impact, and feasibility.
 - Gather and analyze the voice of the customer, research, market trends, and competitive insights to inform product and portfolio decisions.
 - Translate business needs into detailed product requirements and user stories.
 - Prioritize product features and enhancements based on impact, effort, and strategic alignment.
 - Responsible for managing the New Product Development process and ensuring all teams follow and execute this process to ensure quality, standards, and best practices are met.
 - Collaborate with engineering, design, marketing, channel marketing, and sales to ensure successful product delivery.
 - Monitor product performance and user engagement to drive continuous improvement.
 - Accountable for product life cycle management, including next generation product, cost-out projects, and product sunseting.
 - Serve as a pool product evangelist internally and externally.
 - Work with the Strategic Growth Team to understand the innovation pipeline and integrate annually into the 1–3-year product roadmap.
 - Analyze competitive landscape and recommend strategic moves to strengthen King Technology's position in the pool category.
 - Accountable for ensuring all marketing of regulated products meets regulatory standards.
 - Accountable for product training for the channel and consumers.
 - Accountable for product packaging to be within brand standards.
 - Collaborate with sales management, channel marketing, sales representatives, and channel partners to develop product solutions.
 - Other duties as assigned.
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Required Qualifications:

- Bachelor's degree in business or engineering
- Proven track record of successfully developing and launching products in a competitive market
- Influence members at all levels with confidence and speak with data.
- Positive attitude and an energetic work ethic in a collaborative team-based environment
- Must possess a well-developed ability to assess trends and insights using multiple data sets
- Able to effectively organize, prioritize, and delegate work within a team in a fast-paced, innovative environment with minimal supervision and ever-changing tasks
- Must be able to act independently while collaborating with a variety of internal and external teams
- Ability to synthesize large amounts of data into well-written and actionable information
- Able to work on multiple projects simultaneously
- Excellent verbal, presentation, and written communication skills are required, including the ability to deliver presentations to senior and executive management
- Ability to travel 20% of the time
- Embrace and foster company values of Integrity, Excellence, People Chemistry, Golden Rule, Courage, and Servant-Leadership.

Preferred Qualifications:

- Master of Business Administration (MBA) or equivalent advanced degree
- 10+ years of progressive product development & marketing responsibility

Compensation:

- Estimated annual base salary range: \$158,000 – \$173,000, plus eligibility for performance-based bonus compensation.
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