

**Position title:** Product Manager  
**Reports to:** Product Marketing Manager  
**Department:** Marketing  
**General purpose:** Product management for aquaculture instruments

### **General Description**

In-Situ<sup>®</sup> Inc. is a growing manufacturer of innovative aquaculture and environmental monitoring equipment. We are looking for a worldwide product manager, who can drive both product development and marketing efforts for the In-Situ Aquaculture™ programs targeting recirculating aquaculture applications. He or she will manage the definition, prioritization, positioning, competitive differentiation, pricing, and marketing strategy for these products. The product manager will be responsible for consolidating and evaluating customer needs, forming a formal product strategy and roadmap that will address those needs, and articulating that strategy in presentations and detailed product requirement documents.

***This position is with In-Situ Inc. in Fort Collins, CO.***

### **Primary Responsibilities**

- Establish and maintain product roadmaps
- Articulate value proposition & differentiation
- Analyze market size and opportunity
- Gather and act on competitive information
- Manage pricing, product structure, and forecasting
- Visit customers and participate in industry events
- Manage implementation of new projects through the In-Situ Product Lifecycle Process
- Create scope/requirement documents
- Provide subject matter expertise and messaging input for customer facing promotional materials, specs and data sheets, internal content, and sales tools
- Create and establish organization wide processes to evaluate and prioritize projects

### **Required Knowledge**

- Knowledge of principles of marketing
- Structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

### **Additional Responsibilities**

- Participate in industry organizations or workgroups as required
- Represent In-Situ Inc. at regional and international trade shows as needed
- Participate in company meetings, training programs, and continuous improvement efforts
- Conduct training seminars in various regions

## **POSITION QUALIFICATIONS**

### **Education and Knowledge**

- BS/BA or graduate degree or equivalent combination of experience, education, and training. MBA preferred.
- Minimum 3 years Product Management experience
- Understanding of aquaculture or other relevant market experience is desired
- Strong understanding of marketing process

- Experience managing a product portfolio that includes hardware, software, and services is a plus

**Skills**

- Excellent written and verbal communication skills with the ability to present to a variety of internal and external audiences
- Demonstrated experience successfully launching and growing a product line in a new market
- Experience managing a worldwide portfolio is strongly desired
- Demonstrated ability to manage multiple projects and to meet deadlines
- Excellent self-starter skills and ability to work independently in a fast-paced environment
- Excellent team skills and ability to develop and maintain effective internal and external relationships and communications
- Tactical and strategic thinking skills

**WORKING ENVIRONMENT AND PHYSICAL CONDITIONS**

- Computer system data terminal
- Normal office environment and minimum physical activity
- Some travel to domestic and international locations – estimated at 25%

**In-Situ Inc. builds world-class environmental monitoring instruments ... and world-class careers!**

- Apply at [www.in-situ.com](http://www.in-situ.com) if above qualifications are met.
- Please, no phone calls about this job.
- Principals only. Recruiters, please do not contact this job poster.
- Please do not contact job poster about other services, products or commercial interests.

**All qualified applicants will be considered for employment without regard to race, color, religion, gender, or national origin.**

**In-Situ® Inc. is an equal opportunity employer.**