RF Product Planner and Marketing Engineer (TEK006427)

Status
Open

Recruiter
Matthews, Lisa

Status Details
Sourcing

Hiring Manager
Bonini, Gina

Primary Location
North America > United States > Oregon > Beaverton

Requisition Type
Professional

Hired Candidates
0 out of 1

Description (External)

Description - External
We have an exciting opportunity for a senior level product planner and marketing manager who has demonstrated leadership skills, domain expertise in RF products, and in-depth knowledge and experience in the test and measurement field. The RF Product Planner and Marketing Manager is responsible for developing and executing a comprehensive, winning strategy for addressing test and measurement needs for RF/Microwave applications.

The Responsibilities of the RF Product Planner and Marketing Manager include:
- Assess customer needs and market opportunities.
- Develop our product positioning and value proposition, and perform detailed competitive analysis to determine core differentiation.
- Work with cross-functional development teams to develop new solutions and products.
- Develop market messaging and key promotional collateral; support launch of new products.
- Execute comprehensive go-to-market strategies, and support regional sales & marketing teams in their execution.
- Engage with third party partners for joint marketing and solution activities.

Qualifications - External
- US Citizenship or US Permanent Resident status is required.
- BSEE required / MBA is preferred
- Minimum of 7 years hands-on product marketing, market development or outbound marketing experience.
- Project management experience with an ability to execute multiple tactics simultaneously, with efficiency.
- Ability to work effectively across marketing disciplines, particularly in concert with Product Managers and Field Marketing Managers.
- Able to deliver on commitments and work independently and with a team.
- Strong evidence of effective verbal, written and presentation communication skills.
- Familiarity with PC software applications (Microsoft Office) expected.
- Candidate is expected to travel internationally about 35% of the time.
This position's primary/essential functions are subject to US Government ITAR compliance requirements under current government contracts. Therefore, all applicants must be either a US Citizen or a holder of a current valid Green Card and must provide proof of citizenship or legal residency via a birth certificate, a current valid green card, unexpired passport, or a naturalization certificate. We encourage applicants to bring such proof to their interview. However, in no case will applicants be allowed to begin their scope of work in this specific position without providing such proof.

All employment offers are contingent upon successful completion of our pre-employment drug screening and background/criminal check. Tektronix is an equal opportunity employer. Tektronix does not discriminate based on race, color, religion, sex, sexual orientation, gender identity, national origin, marital status, age, physical or mental disability (if the individual can perform the essential functions of the position with reasonable accommodation), pregnancy, childbirth or related medical condition, veteran's status, citizenship status, ancestry or any other status protected by applicable federal, state, or local law.

How to Apply:
Apply Online. If you are a qualified individual with a disability or a disabled veteran, you have the right to request a reasonable accommodation if you are unable or limited in your ability to use or access our Careers website as a result of your disability. If you need an accommodation or assistance in using our Careers website, please call 1-866-272-5573 or send an email to applyassistance@fortive.com. A representative will contact you regarding your accommodation request.

Candidates with less education/experience may be considered for other opportunities.

About Us
Tektronix is a place where people are challenged to explore the boundaries of what’s possible, bringing the digital future one step closer every day. Our work accelerates technological breakthroughs that are revolutionizing culture and industry worldwide. Through precision-engineered measurement solutions, we work with our customers to eliminate the barriers between inspiration and realization of world-changing technologies. Realize your true potential at Tektronix – join us in revolutioneering a better tomorrow.

Fortive Corporation Overview
Fortive is a diversified industrial growth company comprised of global businesses that are recognized leaders in attractive markets. With more than $6 billion in annual revenues, Fortive’s well-known brands hold leading positions in field instrumentation, transportation, sensing, product realization, automation and specialty, and franchise distribution.

Fortive is headquartered in Everett, Washington and employs a team of more than 24,000 research and development, manufacturing, sales, distribution, service and administrative employees in more than 40 countries around the world. Our team grows by tackling challenges that accelerate progress and further their careers. With a culture rooted in continuous improvement, the core of our company’s operating model is the Fortive Business System. For more information please visit: www.fortive.com.