COREL™

One of the many reasons people love to work at Corel is our people. We're passionate about what we do and who we do it for. Others are drawn to our creativity and unwavering commitment to excellence. So if you're looking for a great place to work, a place where you can make a real difference, find out if this exciting opportunity is for you.

The Corel Digital Media Video team is developing a full range of easy-to-use, yet powerful software products for the creation, capture, editing, authoring, burning and playback of video digital media content and data. We have an immediate opening for a **Product Marketing Manager**, reporting to the Director of Product Management. This is a full time job that could be based in Austin, Texas or Ottawa, Canada.

The Product Marketing Manager's role prides itself with bringing product innovations that captivate and engage users is central to our success: "tell the product story". Acting as a bridge between the product management team and Corel's global marketing teams, the Product Marketing Manager's main responsibilities are:

- Work closely with the product managers to synthesize the list of benefits and feature descriptions and define how to best communicate them to our users.

- Initiate the marketing tasks associated with product launches, including the creating of packaging and web pages. Work with Corel's global marketing and web teams and drive these projects through to on-time completion. Ensure that all marketing material effectively promote the products and their respective brands and generate enthusiasm in the user community.

- Devise appropriate marketing mechanisms, such as blogs and tutorials; drive their implementation through Corel or external teams.

- Help the product managers deepen their understanding of the users through the design and implementation of programs such as simple surveys or other feedback mechanisms and help inform the definition of new features that enhance the desirability and value of the products.

- Collaborate with management to define the voice of the products and ensure strong branding.

- Provide guidance to the product managers on how to effectively present optional features offered to user through an in-product store that drive incremental revenue. Help define the metrics used to asses in-product store success and drive store improvements.

To be successful, the Product Marketing Manager will need the following skills:

- Excellent understanding of what constitutes branding

- Strong communications skills, including excellent writing skills

- Ability to drive multiple projects at the same time in an organized fashion.

- Ability to work with a culturally diverse team spread across the US, Canada, Europe, and the Far East

- Ability to understand and use state of the art consumer digital media software, including video editing

- Knowledge and experience in go-to-market plans, product launch and overall product portfolio management

- Experience managing projects comprised of a wide range of integrated marketing activities

Qualifications

- 3-5 year's experience in Product Marketing and or Marketing in the consumer software product space

- University Degree in Marketing or Business

About Corel

At Corel, we strive to give people the broadest choices in software and the freedom to express themselves in exciting, creative and persuasive ways. One of the world's top software companies, Corel boasts some of the industry's best-known graphics, productivity and digital media products. Our lineup includes CorelDRAW® Graphics Suite, Corel® Painter®, , Corel® PaintShop® Pro Photo, Corel® VideoStudio®, WinDVD®, Corel® WordPerfect® Office, Pinnacle Studio™, Roxio Creator®, Roxio® Toast® Roxio Game Capture HD PRO and WinZip®.

Corel offers a competitive compensation and benefits package.

To apply, please send in your resume in a PDF format to careers@corel.com indicating the job you are applying for.

We wish to thank all applicants for their interest and effort in applying for this position, however, only candidates selected for interviews will be contacted.

For more information on Corel, please visit www.corel.com