

We are looking for a highly motivated **Product Manager** for our *Marketing&Products* Department.

He/she will be involved in Company's long term product strategy, market and customer's knowledge and understanding, product life cycle from end to end including commercialization, and will work closely with R&D and customers to meet the market needs.

The ideal candidate has experience with product management/marketing in a B2B environment, including product positioning, competitive analysis, product launch activities and sales enablement.

Key Responsibilities:

- Market Intelligence: Contribute to our product marketing strategy through market analysis, competitive assessment, and segment definition.
- Product Roadmap & New Product Launch: Define new features and solutions to strengthen and evolve Aethra Telecommunications product portfolio in the Broadband and VoIP arena.
- Product Positioning/Pricing: Develop and refine positioning and messaging that highlights our differentiation; Optimize pricing strategy to maximize profitability and product usage.
- Content Marketing: Develop our thought leadership and content roadmap to articulate our differentiation and positioning to prospects, partners, and industry influencers; Provide messaging and positioning to meet a variety of internal and external needs including press releases, web site copy and marketing campaign execution.
- Sales Enablement & Content Marketing: Define the value proposition to internal sales teams and ensure that the sales team has the resources, tools and support to convey our value proposition to prospects; Develop and maintain sales collateral that reflects our product positioning.

General Requirements:

- Bachelor's degree required in technical areas related to ICT.
- 3+ years total experience and 1+ years of B2B marketing experience, ideally within a company selling data or technology products.
- Microsoft Office excellent knowledge (especially power point)

Hard Skills (technical areas of desirable knowledge):

- Wired Broadband Access: xDSL and FTTH architectures, standards and technologies
- Wireless Broadband Access: knowledge of 2G/3G/4G
- VoIP Protocols: SIP, TLS, RTP/SRTP, RTCP/SRTP

- Management: SNMP, NETCONF/YANG, TR069/TR181
- Routing: RIPv1/v2, BGP, EGRP, EIGRP, OSPF, PIM, IGMPv1/v2/v3, IGMP Proxy, MPLS, VPLS, VRRP
- Security/Tunnelling: IPSec, PPTP, L2TP, GRE;
- Ethernet layer: IEEE 802.1p, IEEE 802.1q, IEEE 802.3ad, IEEE 802.3ah, ITU-T Y.1731, ITU-T Y.1564
- WiFi: 802.11bgn, 802.11ac, 802.11ax, RTSPVPN (IPSec, PPTP, SSTP)
- Knowledge of Linux platform (Debian, Ubuntu, CentOS) in kernel, userspace and shell scripting programming environments and its networking modules (IPv4/IPv6 routing and forwarding, filtering, editing, tunneling, crypting, ethernet bridging, VLAN handling, traffic scheduling and shaping...)

To apply for this opportunity, please send your CV to recruitment@aethra.com

