

**Microsoft**

Careers

**JOB INFORMATION****Company:**  
Microsoft Corporation**Location:**  
Redmond, WA 98052**Status:**  
Full Time, Employee**Job Category:**  
Marketing/Product**Education Level:**  
Bachelor's Degree

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**MICROSOFT: SMB MARKETING MANAGER - BREADTH**

This Job is eligible for the following work arrangements: TeleWork

The SMS&P Customer Marketing team manages the subsidiary sales and marketing strategy and execution for our small and mid-market business customers with the goal of driving excitement, revenue growth, market share, and CPE of MS products and solutions.

The Breadth (Some IT) model address the needs of Small Business and MidMarket (SMB) customers characterized by having limited IT resources compared to Enterprise companies. These companies are in fact defined by having one or few IT Generalists as IT staff (no CIO, no IT specialists), one or few servers, and primarily buying products and get services from a broad channel of hundreds of thousands of VARs in addition to mail orders (DMRs) and Large Account Resellers (LARs). At WW level there are about 12 million of companies in this segment.

The Breadth model leverage broad reach marketing (particularly thru the web) and the partner ecosystem to reach, influence, sell to and service those customers.

From a revenue perspective the Breadth segment represents 40% of SMS&P revenues primarily measure in terms of Volume licensing.

The Breadth Team is seeking a talented Marketing Manager to help drive our competitive efforts within the SMS&P-SMB and with other field teams, segment teams and product groups across Microsoft. Our passion is helping our field and partners win against our biggest competitors in this space, particularly OpenOffice and MySQL.

Come make a strategic difference in how we provide and communicate differentiated value of the Microsoft Office, Microsoft SQL Server and overall Microsoft platform to our customers!

- Working with competitive leads within SMS&P, the Product Groups and field to drive /maintain / present content, strategy, and execution that will maintain Microsoft product readiness and our ability to consistently win competitive discussions with our customers
- Innovating, sponsoring, and authoring new competitive strategies, tools and projects
- Building Competitive Intelligence and defining winning Counter Strategies
- Leading the collection, analysis, and distribution of competitor share metrics
- Guiding the development of key strategic programs to address competitor programs in Breadth in developed and emerging markets
- Providing subject-matter expertise and to the team
- Supporting cross-group efforts to address competitive challenges
- Defining appropriate strategies for competitive content distribution to the field connected to competition and other online resources.
- Competitive Build Of Material optimization

In this role, your efforts will help define and deliver winning strategies to help the field and partners persuade our customers' business and technical decision makers that Microsoft Products (primarily Microsoft Office) offers technical capabilities, business value, and long-term vision and strategy that are superior to the competition.

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In terms of skills: strong understanding of business and marketing (MBA preferred), strong understanding of software industry and market evolution, field or partner experience, product planning (preferred).

In terms of competencies and attitudes: accountability, focus on results, cross-group collaboration, strategic thinking, product planning.

Microsoft offers an excellent benefits package to full-time employees including medical, dental, vacation, employee stock purchase plan, and 401k, plus some great extras including: our 24-hour nurse line, stay fit program, product discounts, and paid infant care leave. All part of our commitment to our most important asset: our employees. For more information about life at Microsoft, please visit our careers website.

Microsoft is an equal opportunity employer (EOE) and strongly supports diversity in the workforce.

Key Words: smspjobs

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