



Product Manager (Captioning & Ancillary Data Division) April 2007

Overview

Softel-USA is a member company of The Softel Group, a dynamic technology supplier to the television broadcast and video production industries with a proud tradition of excellence in terms of technological know-how, product innovation, and quality service. We genuinely believe that our people are our most important asset, and we aim to provide a secure career for our well-motivated team members. Every member of our small team plays a major role in ensuring the success of our company.

Softel-USA is looking for a divisional product manager for our Captioning and Ancillary Data division to be based out of our Norwalk, CT offices. We are a friendly company, with additional offices in Denver, Colorado; and outside of London in the United Kingdom. If you have relevant experience, a good grasp of technology, and are well motivated, then we would like to hear from you.

Further Details

Softel-USA has two divisions; one specializing in interactive television and the other focusing on captioning, subtitling (e.g. DVD), and ancillary data (broadcast data such as vChip ratings and audio description) creation and transmission.

The Interactive Television division is the leader for standards-based application delivery and playout technology crossing the breadth of television platforms in this emerging field. We were an early adopter and supporter of the OpenCable Application Platform (OCAP) standard as well as promoting the terrestrial broadcast Advanced Common Application Platform (ACAP), and we have long supported the Multimedia Home Platform (MHP) DVB standard.

Softel-USA's Caption and Ancillary Data division produces the Swift product line – the *de facto* standard of caption and subtitle creation equipment for post production houses, specialist caption and subtitle facilities, and broadcasters. We are also one of the leading suppliers of transmission equipment for the playout of captions, subtitles, vChip codes and the broadcast flag. Our client list represents a who's who of the industry with example clients including Alliance Atlantis, Ascent Media - VisionText, BBC, CaptionMax, CBC-Canada, CBS, Closed Captioning Services, Comcast, E! Entertainment, ESPN, Golf Channel, HBO, LNS, Media Captioning Services, MTV, National Captioning Institute (NCI), Starz Encore, Technicolor, Turner Networks, TV Guide, and WGBH Media Access Group.

Primary Responsibilities

The position is based in our Norwalk, CT offices, and you will work directly with the Vice President of Technology. You will be responsible for a product line that ranges from mature, direct-sale products to emerging technology products to be sold through channels including OEM partners. Your primary task is one of identifying existing and predicting future market requirements, prioritizing those, defining product roadmaps, and driving the delivery of new and updated product according to those roadmaps to satisfy those market needs.

You will also be expected to propose product line strategy across a wide range of areas from product direction to pricing and packaging to marketing and promotion to go-to-market strategies. Proposals with tactics to implement said strategies will be developed with and presented to the Softel-USA senior management team.

Your role will require the ability to learn new technologies quickly and be able to communicate effectively with a wide range of people. You will be empowered to work largely autonomously. You may also be assigned direct reports.

This position is pivotal in ensuring good communication between various remote teams (including employees in the UK). You will be proactive in developing class-leading products and will liaise with both staff, and existing and potential clients.

You will apply focus to all areas of the division and will always be willing to lend a hand, even if the task is outside of your normal role.

Additional Responsibilities include:

- Engage in and support business development activities as required.
- Manage client expectations and act as a buffer between the sales, support, and remote teams spread through various offices.
- Provide direct technical support in both pre-sales and post-sales situations.
- Drive, and in many cases perform, marketing activities including competitive analysis, development of product collateral and promotional materials, recommend product pricing and packaging, etc.
- Evangelize the product line internally and externally.

Required Qualifications

You should be educated to at least bachelor degree level, preferably in engineering or the sciences. Equivalent industry experience will be considered. You must show an ability to learn.

You should have:

two to five years of technical product management experience

OR

three to seven years of broadcast engineering or video production experience

OR

three to seven years of broadcast technology sales or project engineering experience.

Good communication skills are required including a high level of comfort presenting to groups and excellent writing skills.

You will have a strong technical background and will be comfortable handling technical challenges. You must be open, honest and willing to take the initiative. The better-rounded you are as a team-member the more effective you will be.

You must be comfortable in customer-facing, hands-on, technical problem solving situations.

Experience in technical product marketing or in driving product marketing tasks as part of product roll-outs is a plus.

A reasonable understanding of software development processes is a significant plus.

Experience working with remote product development teams is a plus.

Familiarity with non-linear editing or general digital video processing is a plus.

Approximately 15-20% travel will be necessary including pre-sale and post-sale customer visits, trade show staffing, speaking engagements, business development related travel, and some travel abroad.



Compensation

Pay is flexible and will vary dependent upon your abilities and fit, but will likely range from \$70k-\$100k per year. Exceptional candidates will be given exceptional consideration.

Softel-USA provides top-notch health insurance, 401K, and flexible spending plans.

Your initial vacation allocation will be 12 days. Softel-USA also enjoys eight paid holidays per calendar year.

Relocation assistance is not available, and would only be considered for a truly exceptional candidate.

Important Application Instructions

Please E-mail a résumé either PDF format or a format which can be viewed in Microsoft Word. You MUST include details of your current/previous salaries and your aspirations. Please also let us know how quickly you could be available to start. The subject of the E-mail should be "Product Manager Vacancy". It is important to note that candidates not following these guides will be overlooked. Please correspond by E-mail only, thank you!

Direct E-mail: careers@softel-usa.com
Company Website: www.softel-usa.com