



DirectLink has an immediate opening for a full time **Product Manager** in Canby, OR.

DirectLink connects over 8,000 members to the world they work, play, and live in through Internet, video, and voice services. The service area includes over 100 square miles in the Canby and Mt. Angel communities located in the northern Willamette Valley, Oregon. DirectLink is a not for profit telecommunications cooperative that began in 1904 and employs over 60 people who contribute to the vitality, creativity, knowledge and expertise that make the company an exciting and challenging place to work. The company has been nationally recognized many times as an innovative industry leader. Visit www.directlink.coop for more information.

The primary purpose of this position is: Responsible for defining and implementing the product vision, roadmap and requirements of Voice/VoIP, Television and/or Internet products based on a solid understanding of the markets, customers, competitors and future trends.

The position works closely with the marketing team to develop marketing strategies, drive revenue, product usability, product trial, and product awareness across customer channels.

Job Requirements:

- The ideal applicant will have a strong knowledge of marketing and product management concepts. Understanding of product life-cycle and working knowledge of measuring results.
- Previous experience assisting with technology assessments, product performance evaluation, and operational metrics that provide criteria for go/no-go decisions.
- Works collaboratively with Marketing Manager to develop customer support collateral (installation instructions, user guides, troubleshooting information, and help guides etc.), advertising campaigns and other promotional activities.
- Demonstrated knowledge developing and managing products to drive revenue, product usability, product trial, and product awareness across customer channels and market segments.
- Proficient in facilitating business processes with vendors, carriers, cooperatives and other business partners.
- Excellent organizational and problem solving skills.
- Knowledge of IPTV and next generation television offerings highly preferred.
- At least three years practical experience in product management required and one year with a telecommunications company preferred.

The DirectLink team has committed to; creating a culture of community by breaking down barriers, overcoming adversity and encouraging passion and pride while delivering extraordinary experiences to all.

We are a drug free company and offer a generous benefits package. If you are a qualified candidate, share our values and would like to join the DirectLink team, please submit your resume by email to jobs@directlink.coop or fax 503-263-9399.