



Position: Content and Web Strategy Manager #CC1007171
Location: San Francisco OR San Jose, CA
Department: Web Marketing

Overview

Adobe (NASDAQ: ADBE) For more than two decades, the company's award-winning technologies and software have redefined business, entertainment, and personal communications by setting new standards for producing and delivering content that engages people anywhere at anytime. From rich images in print, video, and film to dynamic digital content for a variety of media, the impact of Adobe solutions is clear to anyone who creates, views, and interacts with information.

Now that Adobe and Macromedia are one company, Adobe is better positioned than ever to push the boundaries of the digital universe. Under the leadership of CEO Bruce Chizen, we're driving even greater innovation with powerful, compelling software solutions that meet the needs of customers and markets ranging from designers and filmmakers, to enterprises and governments, to developers and home users.

Recognizing that employees are at the core of our success, Adobe recruits and retains highly qualified and motivated individuals, creates an environment where they can innovate and achieve their best, and rewards them for their performance by giving them an opportunity to share in the company's success.

Position Summary:

Adobe is looking for a Content and Web Strategy Manager to help identify opportunities and drive implementation for Developer and Community oriented products and services. The Web Strategy team is responsible for defining user engagement and content strategies and success metrics for Adobe's products and solutions. The position reports to the Group Manager for Web Strategy. This person will partner with our Business Units, Corporate Marketing and Web Development teams to develop business requirements, set targets, develop marketing plans and measure results of site initiatives. This is a key position in helping meet business objectives and deliver on our vision of making Adobe.com the centerpiece of our marketing efforts, resulting in deep customer relationships that increase brand preference, purchase intent.

The ideal candidate will have a proven track record of defining requirements and delivering high-quality, innovative products, services, and solutions on the web. She or he will also bring experience in identifying business opportunities, devising strategies to capitalize on those opportunities, and defining and executing projects to deliver measurable business results.

Responsibilities include

- Work closely with Business Units, Campaign Marketing and Relationship Marketing teams to develop web marketing strategies and plans that deliver on business goals.
- Help develop long and short term web marketing roadmap and prioritization process with Business Units, Corporate Marketing and Web Development for significant portions of our web service.
- Define business requirements for key portions of Adobe.com and work with Web Development to translate these into functional specifications and work with other teams to create content and development plans.
- Participate in driving customer insights via market research, analysis of site traffic and conversion metrics, customer behavior and transaction analysis.
- Develop clear business metrics for your products and services and drive results measurement and continuous improvement.

Knowledge & Skills:

- 7+ years of product management and web marketing experience in internet-based businesses, with 3+



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years of managing and building successful teams.

- Direct experience building platform products and solutions with good understanding of web services.
- Experience in building infrastructure to deliver high volume, scalable personalization and customer support applications a plus.
- Outstanding cross functional leadership and communications skills.
- Results-oriented and strong decision maker with ability to prioritize complex organizational objectives and meet aggressive deadlines.
- Strong analytic and strategic thinking skills.
- Excellent project management skills and attention to detail.
- Ability to thrive in a fast-paced, rapid growth environment.
- BA/BS required. MBA a plus.

Adobe believes personal fulfillment and company success go hand in hand, sustaining one another. In fact, our dynamic, rewarding working environment is well known – including seven consecutive years on FORTUNE magazine's "100 Best Companies to Work For" and other, similar accolades. By hiring the very best and brightest, Adobe continues to be a simply better place to work – creating a dynamic environment today and providing incentives for future achievement.

Adobe is an equal opportunity/affirmative action employer. We welcome and encourage diversity in the workplace.

Adobe At-A-Glance

Headquarters:	San Jose, CA
Founded:	1982
IPO Date:	1986
Employees:	6500+
Offices:	26 offices worldwide
Fiscal 2004 revenue:	\$1.67 billion
Fiscal 2005 revenue:	\$1.96 billion
Fiscal 2006 revenue:	\$2.575 billion
Business Units:	Creative Solutions Business Productivity Mobile and Device Solutions Platform Print and Classic Publishing Solutions

Other Info:

About Adobe

<http://www.adobe.com/aboutadobe/main.html>

Adobe Named to FORTUNE's List of "100 Best Companies to Work For"

<http://www.adobe.com/aboutadobe/pressroom/pressreleases/200701/010807Fortune.html>

Adobe Benefits

<http://www.adobe.com/aboutadobe/careeropp/benefits.html>

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