

SUBJECT 1:

Product Marketing Management – Competition Product analysis and Expensya Product Marketing collaterals

**Department**

Product

**Duration**

At least 6 months

Product marketing managers work at the intersection of product development, marketing, and sales. Their broad responsibility is to develop and implement a marketing strategy roadmap for a specific product.

Working with Product Managers of several squads, immersed in a passionate and skilled product team, you will complete a transversal work on Product Marketing:

- Competition analysis: complete a deep feature analysis on top 3 competitors for our top 5 countries. Construct a summary with battlecard and radar chart for each feature available.
- Integration: identify accounting, banking and payroll integration carried out, and integration needed for top 5 countries with use cases, work with sales team to identify pilot clients.
- Go to market: work with Product Manager on internal demos, and product marketing collaterals with short video to demonstrate new features.