**Job title: Senior Product Marketing Manager**

**Location: United Kingdom, London/Remote**

**Salary:**Competitive market rate salary

About Us  
We are the global authority on marketing effectiveness. Our services include 19,000+ case studies, best practice guides, research papers, special reports, trend data, webinars, awards, events and advisory services; has 1,400+ client companies, 21,500+ active users in 100+ countries; collaborates with 50+ industry partners; has offices in the UK, US, China and Singapore.

Role overview  
We are recruiting an experienced Senior Product Marketing Manager to develop the product marketing strategy for our products. You will back up strategic insights with market evidence and then use that knowledge to drive the development of value propositions, positioning, personas and messaging that resonates with buyers and empowers our sales channels to be successful. You will closely collaborate with leaders and stakeholders to understand customer needs, generate high-quality and meaningful marketing programs, and continuously measure and improve the impact of your work.  
Key accountabilities

Working closely with the Product function, the Senior Product Marketing Manager will play a key role in the achievement of product marketing objectives by:

* Developing the product marketing strategy for our products market & competitor intelligence, positioning and messaging based on an understanding of our audience.
* Informs planning for:

o go-to-market strategies on product launches and provides field marketers with toolkits to ensure they are able to plan and execute campaigns that are effective and aligned with the overall marketing strategy.

o hero campaign launches.

* Owns product marketing strategy including positioning, value proposition and messaging of current and new products to ensure they are differentiated and relevant to core archetypes and personas across all key markets. Ensuring adoption by both field marketing and sales teams.
* Works closely with all internal stakeholders responsible for the development of the offer to input into a strategic product roadmap for all our products.
* Regularly review and report back on the competitive set - who are they targeting, what is their value proposition, which features and benefits are they promoting, how are they delivering that message.
* Owns the process for the maintenance of sales and marketing collateral (including one-pagers, web site copy, white papers, reports etc..) and ensures the sales teams and the wider organisation are clear on the products’ positioning and relative key messaging to be used externally; oversees local adaptation of collaterals.
* Establishes processes to ensure sales teams have access to up-to-date deliverables, monitors adherence and alignment to visual & verbal identity framework.
* Input into product key success metrics and ensures measurement of product marketing delivery against agreed goals.

This list is not exhaustive and there may be other activities you are required to deliver.

Skills, experience & qualifications required

* 7+ years’ experience in a B2B product marketing role, with a proven ability to launch new products and renew existing ones. In a medium to large size global business.
* High attention to detail with the ability to efficiently prioritise and execute projects with quality
* Solution oriented mindset that thrives in ambiguity and figuring out solutions and processes to complex problems. Happy to work as a sole contributor.
* Demonstrate brand/industry passion, business acumen, commercial awareness, with the ability to build excellent stakeholder relationships.
* Excellent verbal and written communication, negotiation and influencing skills.
* Insight driven, making decisions rooted in customer benefit, strategic fit and commercial understanding.
* Able to capably handle numerous, complex decisions simultaneously, across multiple teams, time zones and cultures
* Team player that is eager to learn and willing to partner always ensuring that you bring your peers along the journey, with a genuine desire to contribute to the overall success of the entire team

people to feel included and truly empowered to contribute fully to our vision and goals.

Everyone who applies will receive fair consideration for employment. We do not discriminate based upon race, colour, religion, sex, sexual orientation, age, marital status, gender identity, national origin, disability, or any other applicable legally protected characteristics in the location in which the candidate is applying.

If you have any accessibility requirements that would make you more comfortable during the application and interview process, please let us know so that we can support you.

Job Types: Full-time, Permanent

Salary: £70,000.00-£80,000.00 per year

Benefits:

* Casual dress

Schedule:

* 8 hour shift

COVID-19 considerations:  
All customers are expected to follow COV-19 guidelines to maintain safety and social distancing.

Experience:

* B2B product marketing: 7 years (required)
* Proven mindset that thrives in figuring out solutions: 3 years (required)
* Decisions simultaneously, across multiple teams, time zones: 4 years (required)

Willingness to travel:

* 25% (required)

Work remotely:

* Temporarily due to COVID-19