

Job Title:	Product Marketing Manager
Location:	Home based, UK
Department:	Marketing
Manager:	Marketing Director

Company Overview

ONVU Technologies is a privately held Swiss group, operating out of bases around the globe including US, UK, and Turkey. Through annual investment in R&D, talent acquisition and strategic partnerships we go to market via our brands focused on smart video, IoT and cloud applications. Our brands include ONVU Learning and Oncam.

We believe in developing empathy led technology to answer genuine challenges in the vertical markets we address; by enabling users to leverage technology in a way that solves their problems. Use cases of this have been in creating business intelligence insights for retail via video, providing a safer environment in an airport or helping teachers create better student outcomes by leveraging IoT devices in the classroom for insight and CPD.

Role Overview

We are looking for a self-motivated, enthusiastic and tech-curious Product Marketing Manager to join our Marketing Team working with all the businesses within the ONVU Tech Group. While reporting to the Marketing Director, you will work closely with the rest of the Marketing team as well as with Product, Project Management, external Strategic Partners, and Commercial Teams for all ONVU Tech brands.

You will have responsibility across the company for all Product Marketing activities. You will be responsible for analysing the market, competitive intelligence, planning and executing product / solution launches for the ONVU Tech businesses and our partners, gathering feedback from customers and partners, as well as producing sales tools and marketing collaterals.

Responsibilities

- Analyse the market and the competition and identify how ONVU Tech Brands can best exploit industry and technology trends to achieve sustainable competitive advantage.
- Monitor industry trends, technology developments and competitive products and alert the company about significant developments.
- Keep competitive trackers up to date.
- Responsible for marketing deliverables of the Product Lifecycle – define competitive landscape, USPs, launch plans, positioning, pricing, messaging, promotion, and sales enablement. Collaborate with the Product Team throughout the product development process.
- Responsible for product launches and product focused campaigns, working in collaboration with the Marketing Manager and any third-party agencies on their delivery and content plans.
- Work with the rest of the Marketing Team to set up product launch KPIs.
- Collaborate with Product Management and Engineering teams on technical documentation and launch deliverables (e.g., datasheets, sales training presentations, how-to-videos etc.).
- Work on product brochures, infographics, whitepapers, technical briefs, and case studies for ONVU Tech Brands.
- Create Partner specific assets and documentation and work alongside with Product Management and Commercial Teams to assist Partners with their product marketing requirements
- Work in collaboration with the Marketing Manager to keep the website product pages (and product related sections) up to date.
- Manage third party agencies for product photoshoots and product related videos.

- Feed content creators product related content to ensure consistent communication across channels in line with marketing content plans.
- You will be required to carry out additional duties or responsibilities, which fall reasonably within the remit of the role.

Essential Requirements

- Minimum of 5 years' experience a Product marketing role in the physical security space.
- Experience in creation and execution of GTM plans.
- Strong analytical skills and high attention to details.
- Strong verbal and written communication skills in English.
- Excellent presentation skills – proven ability to deliver clear and engaging presentations to both internal and external stakeholders, tailoring messaging to different audiences and effectively communicating ideas.
- Demonstrated ability to work autonomously and take initiative, while also excelling in collaborative team environments.
- Curiosity and enthusiasm to learn and develop new skills across disciplines.
- Keen interest in technology.
- Hands-on approach to problem solving.
- Highly competent in using Microsoft 365 suite.
- Ability to travel internationally.

Desirable Requirements

- A bachelor's degree or equivalent.
- Project management skills.
- Product marketing experience in SaaS / Cloud Services.
- Experience with web publishing platforms (e.g., Word Press).
- Experience with CRM and marketing automation systems (e.g., HubSpot).
- Experience with Social Media platforms.
- Previous experience in team management.

Skills and Understanding

- Ability to use your own initiative.
- Ability to work in a team.
- Clear speaking, listening and written communication skills.
- Ability to adapt to change in a fast-paced environment.
- Technically curious
- Ability to solve problems.
- Ability to meet tight deadlines.
- Ability to effectively deal with conflict.
- Ability to multi-task and stay organised.
- Ability to stay calm under pressure.
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Why work for us?

Aside from being a collaborative, innovative, inclusive bunch, our purpose is to have impact on the world using our cool technology.

Benefits

On top of a competitive salary, you can expect a whole load of perks:

- **25 days' holiday pro-rata + bank holidays:** We understand the importance of you getting some downtime.
- **Access to a learning platform:** Not only do you learn lots on the job, but you also have access to a platform of bite-sized courses.
- **Enhanced Family Friendly Leave:** Support for you and your family to help you navigate through the ups and downs of family life.
- **Medical Cash Plan:** Claim back the cost of your medical treatments from dentists, optometrists, and many more.
- **So many savings:** Through our online community platform, you can access dozens of daily deals, from money off top retail brands, cinema tickets, gym memberships to discounts on days out. There is something for everyone!
- **Employee Assistance Programme:** Our people are at the heart of everything we do, so if you're happy, we're happy.
- **Quarterly Employee Core Values Awards:** Nominated by your peers, the winner gets a fancy glass trophy and a voucher!
- **After smashing probation:**
 - Private Medical Health Insurance with Vitality for you and your family.
 - Work From Anywhere: That's right, you read that correctly! For up to 15 days in a consecutive year, you can work ANYWHERE aside from your home office.
- **Raising money for charity:** We're all about giving back and having lots of fun in the process!
- **Candidate Referral Scheme:** Know the perfect person to join the team? You could bag up to £2,000 for putting in a good word.

We are powered by uniqueness.

We are diverse bunch and celebrate over 14 different nationalities across our regions. We champion and welcome diversity in our workforce and ensure all job applicants receive equal and fair treatment, regardless of gender, sexual orientation, marital or civil partner status, gender reassignment, race, colour, nationality, ethnic or national origin, religion or belief, disability or age.