

JOB DESCRIPTION

Designation: Product Marketing Manager
Reports to: Marketing Director
Location: Homeworking, UK

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 the 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 ONVU Technologies and its brands. While reporting to the Marketing Director, you will work closely with the rest of the Marketing team as well as with the Product Management and Commercial teams.

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 ONVU Technologies, its brands and 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 Businesses 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 whole product development process.
- Responsible for product launches and product focused campaigns, working in collaboration with the Marketing team and 3rd 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).
- Work with the Marketing Team on product brochures, infographics, whitepapers, technical briefs and case studies for ONVU Technologies and its 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 3rd party agencies for product photoshoots and product related videos
- Feed the Marketing Manager 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

- A minimum of 5 years' experience in product marketing in a B2B and SME environment
- Experience in creation and execution of GTM plans
- Strong analytical skills and high attention to details
- Strong verbal and written communication skills in English
- Ability to work independently and demonstrate initiative, as well as cooperate effectively as part of a team

- Curiosity and enthusiasm to learn and develop new skills across disciplines
- Keen interest in technology
- Hands-on approach to problem solving
- Highly competent in Microsoft Word, Excel and PowerPoint and the rest of the Microsoft 365 suite
- Competent in desktop publishing application (e.g. Adobe InDesign, Photoshop, Illustrator)
- Ability to travel within the UK

Desirable Requirements

- A Bachelor's degree in Business Administration, Marketing, Engineering or equivalent
- Master's Degree in a relevant subject
- CIM qualified
- 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
- Experience with Social Media platforms
- Previous experience in team management

Skills and Understanding

- Ability to use 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 problem solve
- Ability to meet tight deadlines
- Ability to effectively deal with conflict
- Ability to multi-task and stay organised
- Ability to stay calm under pressure