



Job title

Head of Product Marketing

Reporting to

CEO

Location

Belfast

Overall Purpose of the Role

The head of product marketing will provide product line support for program strategy, operational readiness and on-going sales support. This position requires close interaction with all business elements including Development, Sales & Marketing and will work closely with the CEO. It will therefore be a key role in the future direction and ongoing success of the business.

It will initially focus upon the Market and Quantitative Analysis as covered off in the responsibilities below and will include converting technical positioning into key market messages and launching the products into market.

Key Responsibilities

- Assess market segment and size
- Analyze market trends and drivers
- Assess competition
- Map core competencies to market segments
- Create problem and solution roadmap
- Manage and maintain the product & solution roadmap
- Define buyer personas and determine market messages
- Create the marketing plan including methods for customer acquisition as well as customer retention
- Measure effectiveness of product marketing programs
- Maintain product launch plans
- Deliver thought-leading content via events, blogs, ebooks, and other outlets
- Identify best opportunities for lead generation
- Create standard presentations and demo scripts
- Identify product references for industry and customer referrals
- Align sales tools and the ideal sales process to the typical buying process
- Facilitate channel training including competitive threats and related industry news
- Conduct technology assessment
- Analyze the competitive landscape
- Define user personas for individual products
- Write product requirements and use scenarios
- Maintain a status dashboard for all portfolio products

- Discover and validate market problems (both existing and future customers)
- Seek new market opportunities by leveraging the company's distinctive competence
- Define and size market segments
- Conduct win/loss analysis
- Analyze product profitability and sales success
- Create and maintain the business plan including pricing
- Determine buy/build/partner decisions
- Position the product for all markets and all buyer types
- Document the typical buying process
- Approve final marketing and go-to-market plans

Personnel Specification:

CATEGORY	ESSENTIAL	DESIRABLE
Experience	<p>Minimum of 5 years experience in a similar role.</p> <p>Must have experience in IT/Software/Technology industry.</p> <p>Experience of operating and communicating effectively within international cultures would be a distinct advantage, as would knowledge of a second language.</p>	5 years+ Experience in the Mobile Technology sector.
Knowledge	IT operational Management.	Good technical understanding
Skills and abilities	<p>Strong communication skills</p> <p>A strong, motivated team player who is proactive, energetic, organised, thinks creatively and thrives in a fast-paced environment.</p> <p>Ability to analyse, understand and articulate the product in the context of the current and future competitor products and new feature development.</p> <p>Comfortable presenting in high pressure situations as part of the new business sales process as well as large conference presentations</p> <p>Capacity to think strategically, but also implement the nuts and bolts of a marketing plan. You should thrive on thinking</p>	

	<p>creatively about different cost-effective ways to reach the customer.</p> <p>Proven track record of successful project management and leadership roles</p> <p>Strategy skills with the ability to grow market share through Compelling market propositions and be accountable for annual operating targets for new business acquisition and retention of existing customers through targeted marketing campaigns.</p>	
Education / Training	<p>3rd level education (or equivalent) with relevant subject (IT, Marketing, Business)</p> <p>Candidates who do not have a 3rd level education but have 7yrs+ experience in a similar role will also be considered.</p>	
Professional Membership		Postgraduate marketing qualification

An eligibility sift will be carried out on the basis of the information that you provide as part of your application. It is therefore essential that all applicants demonstrate through their application how to and to what extent their experience is relevant to the above criteria.

Salary and Benefits

Salary Range

£NEG

Appointment

This position is offered on permanent basis.

Hours/Annual Leave

You will normally work a five-day week of 37.5 hours excluding breaks. There is an annual leave allowance of 25 days paid leave, plus 8 UK public holidays.

Pension

You are entitled to join the company pension scheme once you have completed your 3 month probationary period.

Benefits

You will be given life insurance, income protection, and free car parking onsite (Belfast based) you will also be able to opt into the medical insurance which the company offers through Norwich Union. There is a warm and friendly atmosphere in the office and everyone's input and views are valued and encouraged. We pride ourselves on being an excellent employer – committed to the health & well-being of employees and to their personal and career development.

Probation

The successful candidate will be on probation for the period of 3 months from the date of appointment. If the probationary period is not satisfactory the appointment may be terminated.

Pre-appointment checks

Before offering the appointment, pre-appointment enquiries will be made to establish character, health and employment status.

Application Process

Completion of the Online Application Form, clearly indicating how you meet the essential and desirable criteria is required.

Selection Process

An eligibility sift will be carried out on the basis of the information contained in the information that you provide as part of your application. It is therefore essential that all applicants demonstrate through their application how to and to what extent their experience is relevant to the above criteria.

Candidates who meet the criteria outlined will be invited to interview which will be held in Belfast.

Data Protection

We take our obligations under the Data Protection Act seriously. Any data about you will be held in secure conditions with access restricted to those who need it in connection with dealing with your application and the selection process.

Data may also be used for the purposes of monitoring the effectiveness of the recruitment process, but in these circumstances all data will be kept anonymous. The equality monitoring form is used for monitoring the selection process only.

If you are unsuccessful, your personal data relating to your application will be destroyed after 12 months. If you are successful, data will be passed to the personnel team.

Equal Opportunities

We are committed to equality of opportunity and welcome applications from all suitably qualified people irrespective of religious belief, gender, disability, race, political opinion, age, marital status, sexual orientation, or whether or not they have dependants.

All applications for employment are considered strictly on the basis of merit.