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| Role Title | Product Marketing Manager – Digital Workplace |
| Function & Dept. | Digital Workplace |
| Career Growth Level | Contributing & Developing (D) |
| CGP Descriptor | Qualified specialists, recognised for their expertise, serving as pivotal contributors in various domains. These specialists play a vital role in influencing and shaping new business strategies, policies, practices, and content, catering to both external and internal customers. Their responsibilities may encompass problem-solving and the development and execution of purpose-driven solutions, often of a complex nature, to meet the specific needs of both external and internal customers |
| Team | Product Management |
| Reports to | Product Management |
| Role Purpose | This role is responsible for driving the go-to-market strategy for our Digital Workplace solutions. You’ll translate complex Digital Workplace concepts into compelling narratives, develop impactful collateral, and create sales enablement materials to boost product visibility and adoption.    Collaborating with product management and sales teams, you will use market insights and competitive analysis to position our solutions effectively. Your role will involve managing product messaging, coordinating launches, and ensuring our Digital Workplace offerings are effectively communicated to both existing and potential customers. |
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| Key Responsibilities | |
| 1. **Go-to-Market Strategy:**  Develop and execute comprehensive go-to-market strategies for Digital Workplace solutions, aligning with business objectives and market needs.  2. **Product Messaging:**  Craft clear, compelling product messaging and positioning that effectively communicates the value and differentiation of our Digital Workplace offerings.  3. **Market Analysis:**  Conduct market research and competitive analysis to identify trends, opportunities, and threats, and use insights to refine product marketing strategies.  4. **Content Creation:**  Create high-quality marketing collateral, including brochures, case studies, white papers, and digital content, to support sales and customer education.  5. **Product Launches:**  Coordinate and manage product launches, ensuring alignment across marketing, sales, and product teams for successful go-to-market execution.  6. **Sales & Pre-Sales Support:**  Provide sales teams with the tools, resources, and training needed to effectively promote and sell Digital Workplace solutions.  7. **Cross-Functional Collaboration:**  Develop strong working relationships across various departments, ensuring cohesive and unified collateral development.  8. **Product Positioning:**  Enhance the brand’s presence in the Digital Workplace market by positioning our solutions as industry leaders through thought leadership and strategic messaging.  **9. Performance Tracking:**  Monitor and analyse the effectiveness of collateral and strategies, using metrics and feedback to continuously improve and optimise product marketing effort  **10. EMEA Product Marketing Consistency:**  Work with counterparts in France and Spain to ensure a consistent approach in go to market. | |
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| Person Specification | |
| 1. Experience in creating high-quality marketing collateral, including brochures, case studies, white papers, and digital content.  2. Excellent verbal and written communication skills, with the ability to articulate complex Digital Workplace concepts in a clear and engaging manner.  3. Demonstrated experience in product marketing or similar roles, with a strong focus on technology sectors. Demonstrated success in launching and promoting products or solutions.  4. Innovative thinker who can develop unique marketing approaches that differentiate products in a crowded Digital Workplace market.  5. A team player with excellent interpersonal skills, capable of working effectively with cross-functional teams and external partners.  6. Flexible and resilient, able to thrive in a dynamic, fast-paced environment and adjust to changing priorities and market conditions. | |

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| Key  Competencies |  | Level |
| 1. | Stakeholder Management | 1 |
| 2 | Quality Ownership | 2 |
| 3. | Planning & Organising | 2 |
| 4. | Communication Skills | 2 |
| 5. | Continuous Improvement | 1 |
| 6. | Facilitation Skills | 1 |

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| Value Behaviours |  | Level |
| 1. | Responsibility | 2 |
| 2. | Passion | 2 |
| 3. | Customer First | 2 |
| 4. | Agility | 2 |
| 5. | Family | 2 |

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| Version | Date | Description | Approved by | Date |
| 1.0 | November 2023 | Original | HR | November 2023 |
| 2.0 | March 2024 | Formatting of cells | HR | March 2024 |