

Job Description:

Product Marketing Manager

WELCOME TO PCI PAL

PCI Pal is a leading provider of SaaS solutions that empower companies to take payments securely, adhere to strict industry governance, and remove their business from the significant risks posed by non-compliance and data loss. We are integrated to, and resold by, some of the worlds' leading business communications vendors, as well as major payment service providers.

We are currently looking for a Product Marketing Manager to join our global marketing team.

THE OPPORTUNITY:

We are seeking a Product Marketing Manager to join our global Marketing Team, based in the UK. Reporting to the SVP, Global Marketing this individual will be responsible for developing differentiated positioning and compelling messaging, executing launch plans, creating collateral for each step of the buyer's journey, and providing content for both sales and partner organisation enablement.

The Product Marketing Manager will work closely with the wider global marketing team as well as Product Management. You will evaluate current market position to define and deliver a market- driven and customer informed roadmap alongside the PCI Pal Product function. This position serves as a market expert and provides guidance for selling against the competition. This role proactively supports field sellers and channel partners with effective positioning, marketing assets, product education and competitive differentiation

YOU WILL BE RESPONSIBLE FOR:

- Identify, develop, and maintain market knowledge such as buyer ecosystem and personas that help define placement and the value of the PCI Pal secure payments offering
- Define purchase motivators, use case scenarios, and customer needs to enhance and maintain competitive differentiation points for sales
- Work with Product Management to define product value propositions, positioning and messaging that differentiate PCI Pal vs competitors, and demonstrate value to buyers
- Develop and execute go-to-market and launch plans in collaboration with Product Managers. Create and deploy marketing materials and collateral (e.g. Explainer Videos, fake press release etc) specifically designed for each stage of the buyer's journey and key personas.
- Working with the wider Marketing Team to create content for critical product related topics such as ebooks, blogs, articles, videos...
- Ensure sales, partners and internal teams can successfully evangelise about PCI Pal solutions with accurate and up to date tools and content
- Collaborate with Sales teams to provide product marketing support where needed including product roadmap reviews, ROI proof points

WE WANT TO HEAR FROM YOU IF YOU:

- 4+ years product marketing experience
- Previous experience within a B2B product led technology company
- Ability to work in a fast-paced environment and execute multiple projects simultaneously
- Strong communication, content writing, analytical, and presentation skills
- Attention to detail, strong organisational skills, excellent communication, and innovative thinking
- Demonstrated ability to create, produce and present compelling and persuasive presentations
- Excellent teamwork and collaboration skills
- Undergraduate degree in marketing or business required

IN RETURN WE OFFER:

- Competitive salary
- Annual bonus
- 25 days annual leave
- Company share options
- Ipswich office based, remote, or hybrid
- Pension
- Death in service
- An exciting and flexible working environment surrounded by friendly and committed co-workers
- Training and development opportunities
- Electric vehicle incentive scheme
- Access to an employee assistance programme and wellbeing support hub
- Team events
- Ad-hoc incentives and competitions

TALK TO US:

If you have any questions or want to find out more, we'd love to hear from you.

Please contact Rachael Drouet, People and Development Manager at PCI Pal (rachael.drouet@pcipal.com).