



## CAREER OPPORTUNITIES

# Job Description: Product Marketing Manager

### WELCOME TO PCI PAL

PCI Pal is a fast-growing company, with compound annual revenue growth exceeding 40% for the last 5 years, providing SaaS-based solutions that enable businesses to take secure and frictionless payments in their organization and to step confidently into a more digitally diverse future.

We enable contact centers around the world to deliver a payment experience that customers trust and allows them to use their payment method of choice, over any channel, in a highly secure and compliant way. Today PCI Pal has more than 700 customers globally.

PCI Pal is the market leader in cloud solutions in our market which has led to us being the preferred secure payment solution for many globally recognized brands as well as being resold extensively across our market leading partner eco-system. PCI Pal partners include many of the world's leading business communications vendors and payment providers such as Genesys, Zoom, Talkdesk, Amazon, Vonage, RingCentral, 8x8, Worldpay, and many more.

We are looking for an experienced, UK-based product marketer based within the M25 to join our team as a Product Marketing Manager.

### THE OPPORTUNITY

The Product Marketing Manager at PCI Pal is a strategic position that lives at the intersection of Product, Marketing and Sales; the role will involve regular engagement with senior people both internally and externally and will actively contribute to developing sustainable growth strategies to drive the business forward. This is an exciting opportunity to become an ambassador for PCI Pal's product and work with exceptional colleagues around the globe to accelerate awareness and product sales. As a Product Marketing Manager you will have an opportunity to drive strong collaboration between functions including Product, Marketing, Sales, and Customer Success.

Reporting to the Director of Product Marketing, the role expertly crafts and executes product marketing strategies, ensuring that our value proposition resonates with our partners and customers, drives competitive advantage, and accelerates market growth. The Product Marketing Manager will be responsible for researching the market, monitoring competitors, developing differentiated positioning and compelling messaging, executing product launch plans, creating collateral for each step of the buyer's journey, and providing content for both sales and partner organisation enablement.

Our market position needs to be continuously reevaluated to define and deliver a market-driven, customer and partner-informed roadmap in collaboration with the wider product team. As the Product Marketing Manager you will be expected to regularly run product market fit customer interviews and provide concise, strategic reports to product, marketing, and sales leaders.

We expect the right candidate for this role will be a product evangelist and pro-actively promote PCI Pal's value proposition both internally and externally through webinars, explainer videos, fireside chats, engaging social media material, and proactive participation at key in-person and online industry events and partner engagements.



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The right candidate should therefore be someone who enjoys communicating both internally (up and down the chain), as well as externally, particularly within PCI Pal's market-leading partner eco-system both in the UK and internationally where required.

### PRIMARY RESPONSIBILITIES

- 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; regularly run product market fit customer interviews. Regularly gather product feedback both qualitatively and quantitatively and present findings to product and marketing stakeholders.
- Define purchase motivators, use case scenarios, and customer needs to enhance and maintain competitive differentiation points for sales.
- Support field sellers and channel partners with effective positioning, product marketing assets, product education and competitive differentiation; for example, you will be expected to create and maintain standardized sales pitch decks and own various other strategic sales assets such as pricing lists and video material.
- Collaborate with product managers and sales counterparts to define 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 and with both our Marketing and Partners & Alliances Teams. Create and deploy marketing material and collateral (e.g. landing pages, pitch decks, infographics, explainer videos, etc) designed for each stage of the buyer's journey and key personas.
- Work with the wider Marketing Team to create content for critical product related topics such as podcasts, eBooks, blogs, articles, videos, etc.
- Act as a product evangelist to continuously promote the value proposition both internally and externally; this includes for example educating the sales team and participating in key industry events which can be either in-person or online. The product marketing manager will also be expected to exploit social media channels as necessary whilst acting as a product ambassador.
- Report to product and marketing leadership on the effectiveness of product marketing initiatives and adjust strategies as needed to meet business objectives.

### WE WANT TO HEAR FROM YOU IF YOU HAVE (PREFERRED EXPERIENCE)

- Led successful product launches throughout your previous product marketing career
- 2+ years of product marketing experience
- Previous experience within a B2B SaaS company
- Experience in a fast-paced environment and can execute multiple projects simultaneously
- Strong communication, content writing, analytical, and presentation skills
- Strong problem-solving skills, attention to detail, innovative thinking
- A determined and confident personality that is also approachable and friendly
- The ability to frequently travel both within the United Kingdom and internationally
- Excellent teamwork skills and can lead cross-collaboratively
- Demonstrated success enabling sales teams



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### YOU'LL GET TO THE TOP OF THE LIST BY HAVING (BONUS EXPERIENCE)

- Contact centre product and industry knowledge
- Experience working with companies within the PCI Pal partner eco-system
- Previous payments product and industry experience
- Previous security or compliance product and industry experience
- Multi-lingual in either Spanish or French

Don't meet every single requirement? We encourage you to apply anyway – you might be just the right candidate for this or other exciting roles at PCI Pal.

### IN RETURN WE OFFER

- 25 days holiday, rising to 28 days per annum with length of service
- Day off on your birthday
- Medical, dental and optical insurance cover (after qualifying period, subject to terms)
- Hybrid working
- An exciting and flexible working environment surrounded by friendly and committed co-workers
- UK: Electric Vehicle Scheme (after qualifying period, subject to terms)
- "Work from anywhere" 2 weeks per year policy
- Training and development opportunities
- 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 the People Team [people@pcipal.com](mailto:people@pcipal.com)