



PRODUCT MARKETING MANAGER

COMMERCIAL IN CONFIDENCE

1. PRODUCT MARKETING MANAGER

LOCATION	Stevenage, Herts, UK
CONTRACT	Full time (average 37.5 hours per week)
SALARY	£38,000-£44-000, depending on experience
CONTACT	Sam Mansour sam.mansour@bulletproof.co.uk

1.1 OVERVIEW

We are looking for a tech-focussed Product Marketing Manager with excellent marketing and communication skills to become the ‘voice of the customer’ within Bulletproof. You are someone who is comfortable building state-of-the-art demos, gets excited about great UX and new technologies, and knows how to translate technical product capabilities into exciting value propositions that matter to buyers. This is a high visibility role with the opportunity to influence company growth.

1.2 PRIMARY RESPONSIBILITIES

- Understand the product strategy, manage and own the go-to-market strategy and product marketing plans for new products & services
- Effectively communicate customer/partner use cases, value propositions and USPs for the buyer and influencer
- Create both customer-facing and internal product marketing and sales enablement collateral including product demos and trials
- Train sales team on messaging & optimal use of content & materials
- Develop UX design best practice for a sticky product experience
- Develop and evolve a customer knowledge base creating a self-service customer experience
- Obtain insights into customers’ usage of product, and uncover untapped opportunities and buyer personas through in-product apps & usage analytics, interviews, surveys and sales data
- Build effective customer onboarding, retention and upselling strategies using Intercom and Zapier
- Develop materials for the ‘evaluation’ stage of the buyer journey such as white papers, case studies, web copy, tech briefs, webinars, videos
- Support analyst and PR activity through written responses and presentations
- Track and report on agreed KPIs and ROI
- Undertake any other duties and projects as requested by your line manager
- Comply with data protection legislation and act responsibly on matters of data disclosure both internally and to third parties

2. CANDIDATE EXPECTATIONS

2.1 SKILLS & ABILITIES

- Can demonstrate an understanding of how product marketing supports a cyber security business and partner channel
- Ability to influence the technology roadmap by gathering and sharing customer & market research
- Ability to speak and write to a high standard to create compelling stories to illustrate our solutions
- Ability to distil technical information and present it succinctly and accurately
- Technical ability to create sales and marketing assets: product demos, videos, animated gifs, etc
- Ability to create impactful sales and marketing content such as product briefs, cheat sheets, white papers, case studies and webinars
- Excellent project management skills and ability to multi-task with minimum supervision
- Strong collaborative skills with ability to work effectively cross-departments
- Excellent analytic skills and ability to interpret data into meaningful customer insights

2.2 EXPERIENCE

- 4 years + product marketing management in SaaS is essential
- Proven experience in writing and presenting information to different audiences across different channels
- Proven experience defining value propositions and creating buyer assets and sales enablement
- 2+ years' experience using Intercom
- Proven experience in customer acquisition and retention marketing
- Proven experience in developing knowledge banks: FAQs, how-to videos, use cases. Etc

2.3 KNOWLEDGE

- Knowledge of optimising customer relationships using Intercom
- Experience and understanding of Zapier
- BSc in Computer/Science/Engineering or Business Management/marketing (or similar)
- Knowledge of the cybersecurity or IT market

2.4 PERSONAL ATTRIBUTES

- You're comfortable in a rapidly changing environment, working on occasion with limited resources, and delivering high-quality work at the speed which is necessary for successful business growth
- You're a self-starter who doesn't need much guidance, who can think fast on their feet
- A strong team player with an enthusiastic and positive attitude

3. COMPANY OVERVIEW

3.1 ABOUT BULLETPROOF

YOUR BEST DEFENCE AGAINST CYBER THREATS

Bulletproof are one of the fastest-growing cyber security companies in the UK, with a passion for developing innovative solutions to combat modern, dynamic cyber threats. Bulletproof is a vibrant organisation with a proven track record of creating new and exciting security products, and is driven by the desire and talent of our staff.

Good security is in our corporate DNA, and we believe that our information and cyber security services are the best way to stay ahead of the hackers, take control of your infrastructure and protect your business-critical data. Key to our success is our in-house UK Security Operations Centre (SOC) – a state-of-the-art 24/7 command station for all of our cyber security and compliance operations.

3.2 BENEFITS

- 25 days' annual holiday
- An additional day's annual holiday for your birthday
- Company pension
- Private medical insurance
- Subsidised gym membership
- Perkbox employee benefits platform
- Frequent team events
- Relaxed working environment

3.3 USEFUL LINKS

www.bulletproof.co.uk

www.targetdefense.com

www.serverchoice.com

www.civo.com

Please note that as part of the recruitment process a criminal records check will be carried out by an authorised third party.



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 contact@bulletproof.co.uk

 www.bulletproof.co.uk