

Job Description

Job Title: Product Marketing Manager- Mobile
Reports to: Head of Products and Marketing
Department: Marketing
Hours of work: 8.30/9.00 – 5.00/5.30 (Full Time)

Objectives

- Develop highly differentiated customer value propositions, communicate and gain buy in with internal stakeholders and communicate to external clients/partners.
- Create and maintain product requirements planning and product descriptions.
- Create and develop usability market research to ensure excellent usability across the product range
- Develop and execute go to market strategies.
- Work with the Head of Products & Marketing to develop a rolling 12 months campaign/pr roadmap, marketing campaigns and sales material.
- Work with SME sales channel marketing team to develop sales materials
- Develop product pricing
- Responsible for market intelligence and competitive analysis
- Work with sales team to develop attractive propositions and strategies
- Ensure sales team are adequately trained on new product/functionality
- Structured handover of proactive product/functional development to in-life product manager(s)

Client Engagements

- Provide business and technical industry knowledge to help drive the direction of the sale through implementation.
- Develop initial functional and technical requirements
- Assists technical support team to resolve custom solution issues.
- Manage customer expectations, build client relationships, and extend the business opportunities within the client.

Sales Activities

- Participate in full range of sales activities

- Prepare and perform detailed product demonstrations, custom demos and product prototypes for prospects.
- Carry out any 'ad hoc' assignments as and when required.
- To be compliant with health and safety company policy and legislation

Additional Responsibilities

- Such other duties as may be determined from time to time by the Head of Marketing or equivalent. In particular a degree of flexibility will be required in order to deliver company goals and objectives.
- This role will involve travelling and staying away from home from time to time

Knowledge, Skills, Experience

- Full understanding of the O2 / Vodafone portfolio
- Microsoft / Blackberry knowledge
- A working knowledge of both the direct / indirect sales approach to mobile.

Working Location/Environment

- The role entails work on-site, within a call centre environment.