



## PRODUCT MARKETING MANAGER

SnapComms is a fast-growing, global leader in SaaS employee communications and engagement solutions with over 600 customers and 2.5 million users. Our customers are large organizations from different industries (healthcare, financial services, higher education and more) and parts of the world (the Americas, UK, Asia and elsewhere).

Solving the seemingly insurmountable problem of information-overload and message-fatigue is the reason SnapComms exists. We passionately believe that enabling organisations to deliver their message in the right channel, to the right people, at the right time is the answer. Empowering employees starts with exceptional employee engagement, so delivering a complete communications experience that increases motivations, fuels aspirations and enhances productivity is what inspires us every day!

But the SnapComms story is just beginning. That's where you come in...

### **What is the role?**

This is an exciting, newly created role in our product marketing team, so you'll be an ambitious and experienced marketing professional with a history of successfully taking products to market. As a Product Marketing Manager, you'll make an impact by deeply understanding a range of verticals so you can position our SnapComms platform across different use cases to drive acquisition and retention.

### **Who are we looking for?**

If you're a Product Marketer with B2B tech experience who wants to transform employee communications worldwide then this role is for you. You'd also thrive in this role if you're an exceptional problem-solver who loves bringing clarity to complexity and have experience in consulting or advisory services where you've helped clients succeed by articulating the value of technology, e.g. with business cases.

- You have strong business acumen with relevant experience in product marketing or consulting and know what it takes to get your audience excited about a technology solution – you know how to assimilate customer/client pain points, market dynamics and product/solution capability and turn those insights into value propositions and pitches.

- You have experience with customer and market research and are comfortable turning analysis and data into compelling stories that persuade your audience.
- You are passionate about truly understanding your customers' problems and the language they speak so you can develop positioning and messaging that resonates.
- You're familiar dealing with different functions and stakeholders in an organization. Interviewing customers or clients to get the insights you need to succeed is nothing new to you.
- You have experience marketing or presenting to audiences in a B2B environment, including technical audiences.
- You have an innate curiosity to discover what makes people tick, embrace challenge and work well with ambiguity. You're focused on results and coming up with innovative, imaginative ways to achieve them.
- You're a great communicator and thrive in a collaborative environment as part of a very engaged global team.
- You love working in a team but you're also comfortable working on your own and you know what you need to know to get things done.
- When managing projects, you engage and support all stakeholders, articulate your expectations clearly and guide individuals to optimize their performance and achieve outcomes.

### **What you will be doing?**

- Become an expert in employee communications and acquire in-depth understanding of the various use cases across different functions including IT, HR and Internal Communications.
- Own vertical deep dives and research projects, e.g. for financial services or healthcare, to really understand our different buyer personas. You'll be the expert on who they are, how they buy, their buying criteria and journey. You'll also understand the world of our user personas and how their experiences influence the buying decision.
- Based on your research and insights, you'll develop positioning material that crisply articulates value propositions, stating how we help our customers uniquely solve problems, and achieve ROI.
- Based on your research and insights, develop persona-based messaging that will be used by our Digital Marketing team to create relevant and consistent marketing content across the customer journey. Work with the Digital Marketing team to disseminate your research in various editorial formats and channels to drive brand awareness and generate leads.
- Based on your research and insights, work with the Sales team to create different types of sales enablement material such as pitch decks, ROI tools and business case frameworks to help them drive faster sales cycles and larger deal sizes.

### What's in it for you?

SnapComms is an amazing place to work. How amazing? You'll be surrounded by a group of incredibly talented, diverse and passionate people. When you invest in us by joining the team, we invest in you through professional development – travel, training and mentoring opportunities to expand your knowledge and grow your skills.

You'll be motivated by celebrating shared successes across the whole company, with regular off-site team-building events. You'll be well-fed with monthly staff BBQs, weekly fresh fruit and celebratory cakes. You'll be inspired by our location near Takapuna beach, with offices full of natural light and a large sunny deck for lunch or relaxing.

We firmly believe in work/life balance, so you'll be able to work from home some days, enjoy flexible hours and wear casual attire.

You'll also receive a commute to work incentive, and paid volunteering days – as well as doing a job you love in an environment that encourages you to be your best every day. See more about being part of the SnapComms team on our website.

If the above sounds like you, then go ahead and apply by sending a cover letter telling us a bit about you and why this opportunity excites you. Let us know how your experience can contribute to our success, along with sending your CV to [jobs@snapcomms.com](mailto:jobs@snapcomms.com)