**PRODUCT MARKETING SPECIALIST**

**A leading global veterinary technology solutions provider with offices in the UK, Australia, and New Zealand are looking for a talented Product Marketing Specialist** **to join their ambitious team.** **The candidate will take a leading role in managing launches, releases and creating sales enablement materials. This role requires a “jack-of-all-trades” mentality that is proactive, can create their own solutions when needed, and can work across departments and timezones.**

Reporting to the OUS Marketing Leader, you will be working as part of a cross functional marketing team with members based in both the UK and Australia.

The product marketing specialist is responsible for ensuring the sales team have the sales enablement tools they need to succeed, the industry knows when we have launched a new product, and our customers are all using the latest versions.

You will know our competitors and our products like the back of your hand: what they do today and what they plan to do in the future. You also know our buyers better than they know themselves and you will be the voice of product in the marketing team. You will use your understanding of our products and the market to craft messaging that resonates with buyers and existing users in all communications.

An attention to detail and eye for quality are critical to your success, along with an ability to grasp and present our product’s value proposition in a way that resonates and clearly articulates how we solve our buyers’ problems.

In addition to the marketing team, you will constantly collaborate with product managers and sales team; it’s a balancing act that requires diplomatic skills.

**KEY RESPONSIBILITIES:**

* Market intelligence—be the expert on our buyers, who are they, how they buy and their key buying criteria.
* Understand the competitive landscape—be an expert on our competition and how they are positioned.
* Collaborate with product management and marketing communications to develop product positioning, value propositions and messaging that resonates with our target buyer personas.
* Plan and execute the launches of products and releases including internal and external communications.
* Work with Product Managers to develop value propositions, positioning and key messaging.
* Understand and support our sales channels; develop internal tools and external collateral. This could include: playbooks, flyers, presentations, data sheets, website content, webinars, and seminars.
* Collaborate with cross-functional organizations (marketing, product management, sales, education, and training) in creating go-to-market plans.

**REQUIREMENTS**

* Bachelor’s degree in business or marketing. Pragmatic Institute Certified (PMC) III or higher preferred.
* Power user of marketing automation tools such as HubSpot, Marketo or Pardot, and Google Analytics.
* Excellent people and interpersonal skills to interact with staff, colleagues, cross-functional teams and third parties. Team player! You must be able to create and leverage strong relationships to succeed in this role.
* Must be a strong copywriter
* Understanding of the demand generation best practice
* Understanding of the veterinary industry is viewed favourably
* Excellent problem-solving skills
* Project management experience is a plus
* Creative, out-of-the-box marketing thinker with a foundation in B2B technology (software)
* Working knowledge of product marketing tools, including launch plans, messaging maps, positioning documents, MRDs and competitive briefs
* Ability to influence and motivate individuals and teams that are not in subordinate roles
* Ability to initiate, perform and analyse market research projects