

Product Marketing Manager

Your Missions:

Audience Insight & Research

- *Research, understand, and segment TLScontact's core audiences of government clients and visa applicants to ensure that products are carefully aligned to target groups and associated marketing messages are developed to drive sales*
- *Establish an ongoing research programme to identify the primary motivations, needs, and wants of visa applicants in our key target markets*
- *Work with third party research organisations and internally to develop mechanisms to gather and analyse insight into applicant behaviour, attitudes, and propensity to buy both current and potential products and services*

Competitor Intelligence

- *Analysis of competitor's products, pricing and value proposition to maximise opportunity for differentiation in terms of product features, messaging, and approach*

Product Marketing

- *Communicate the vision and value of new products to the sales team and develop sales tools that facilitate the selling process*
- *Develop key messaging, content, and sales collateral to support product sales across all regions*
- *Taking into account data protection controls, client contracts, and internal policy, research and develop appropriate outreach channels to engage effectively with global visa applicants before, during, and after their travel event*
- *Understand the applicant journey to introduce and optimise relevant messaging at every touch-point to maximise service adoption*
- *Work with the Product team to develop training materials to ensure local operations teams are equipped to sell and maximise revenues across all current and new services*
- *Structure existing and future TLScontact value propositions to government clients and visa applicants, leveraging resources and expertise from across the organisation*
- *Agree timelines and deadlines for the development of new products with the Product team*
- *Work with the Product team and relevant commercial partners to ensure all new products, services and initiatives receive the relevant marketing support in terms of customer insight, messaging, collateral and content*
- *Create content such as case studies, videos, website copy and blog posts*

Education

- *BA/BS degree, preferably in Marketing or a business-related subject, or Master's 2 Degree (Bac+5) from a business school or university. Speciality: Comms & Marketing*
- *Recognised marketing qualifications an advantage, e.g. Chartered Institute of*

Department

Marketing

Place of work

*Lyon Office, UK or France
(Remote with Travel)*

Line Manager

Head of Marketing

Previous Experience

- *5+ years marketing experience required, including at least 2 years of demonstrable product Marketing experience*
- *The ideal candidate will have a combination of both B2C and B2B/B2G experience, although strong candidates on either side are encouraged to apply*
- *Experience of marketing individual services that are managed as products would be beneficial, although candidates with experience working across software or other industries are encouraged to apply*
- *Ideal industry experience would include any combination of:*
 1. *B2B/B2G business process outsourcing, software, IT solutions;*
 2. *B2C travel services, citizen services for public sector organisations.*
- *Candidates with experience of working in large, complex organisations that operate across multiple global locations will be preferred, but this will not exclude candidates with differing backgrounds*

Knowledge

- *Strong experience in generalist and product marketing*
Understanding of solution / consultative selling
- *Experience in digital / online marketing*
- *Experience of working collaboratively with channel partners and other external stakeholders*
- *An understanding, and preferably experience of social selling as a discipline and concept*
- *An understanding of GDPR and Data Protection regulations as they relate to marketing activity*

Capabilities

- *Strong research and analytical skills*
- *Excellent written and verbal communication skills*
- *Project management and organisational skills*
- *A skilled collaborator, capable of working with diverse teams and negotiating complex processes*

Attitude

- *Commercial sense*
- *Assertive and curious self-starter*
- *Able to work independently and without close supervision*
- *Able to build effective interpersonal working relationships across the organisation*
- *Able to understand complex situations and to adapt / react to unforeseen circumstances*