

Job Description

JOB TITLE:	PRODUCT MARKETING MANAGER
DEPARTMENT:	MARKETING
LOCATION:	LONDON
REPORTS TO:	HEAD OF PRODUCT MARKETING
RESPONSIBLE FOR:	NO DIRECT REPORTS

essensys is one of the fastest growing global proptech firms moving rapidly into our next stage of hypergrowth. Established in London in 2006, essensys was created to solve the complex operational, everyday challenges for flexible workspaces, the largest growing segment in the commercial office market.

We believe the office environment of the past is no longer - the staid, the unresponsive and the impersonal - will be replaced with space-as-a-service and tech-oriented environment that has already attracted the world's largest enterprise users. Today, flex workspace accounts for less than 2% of the office space market and current growth estimates could easily reach 30% by 2030. Traditional landlords need to adapt and have already started doing so, especially in light of COVID. The opportunity is massive.

In 2019, essensys became a publicly traded company on the London Stock Exchange and currently has offices in London, NYC, LA and Toronto. We provide services to over 1,000 buildings across 28 countries.

What We Do

We have built the only private cloud network to service the flexible workspace industry which underpins our SaaS platforms. We simplify the day-to-day management of flexible workspaces and the provisioning of secure wifi, internet and digital infrastructure services to tenants. Our platforms automate key tasks and processes and help flexible workspace providers deliver highly efficient, customer-centric workspace solutions. Our partners include some of the largest landlords and flex operators in the world, as we deliver an end-to-end, scalable solution by leveraging our 15 years of experience and our 100+ team of award-winning developers and engineers.

About the Role

Our Product Marketing Manager will be expected to apply their experience, creativity and planning skills to enable essensys to clearly and simply position our software and technology in the marketplace, launch new modules and capabilities, and ensure our sales teams and channels are fully enabled.

Main Duties and Responsibilities:

We will look to you to drive our product marketing efforts in the commercial real estate segment:

1. Be the expert on our buyers - who they are, how they buy and their key buying criteria.
2. Understand the competitor landscape - how they are positioned, their perceived unique selling points and how to address them.
3. Analyse trends and advise product and commercial teams of market, win/loss and competitor insights for product development.
4. Become the product evangelist, with a deep understanding of the platform, its key features, use cases, benefits, and functionality roadmap.
5. Develop value propositions, product positioning and messaging that resonates with target buyer personas.

6. Create and develop compelling collateral and website copy/content to communicate the value of our products.
7. Plan and manage launches of new modules and feature releases. Manage the cross-functional implementation of the plan.
8. Build and execute go-to-market plans in partnership with product management, sales and marketing teams.
9. Support the sales team with the creation of sales enablement assets.
10. Work with the broader marketing team to create original thought leadership content such as, blogs, white papers, webinars, etc.
11. Identify potential technology partnerships and work with the product team to develop relationships and build propositions and collateral.
12. Co-ordination of key product events (e.g. developer days) and development of content for events (including product engagement sessions and customer Zoom sessions).

Qualifications and Knowledge:

The successful candidate will be a rounded product marketing manager in the commercial real estate and software space with a minimum of 3 years of B2B SaaS product marketing experience, ideally within the Commercial Real Estate sector.

- At least 3 years of product marketing experience, in B2B technology.
- Experience in the commercial real estate sector working with landlords, brokers and/or flex operators.
- Bachelor's degree or equivalent in Marketing / business degree a plus.

Skills and Experience:

- At least 3-year product marketing experience
- Customer and market research including win/loss interviews and analysis, focus groups, etc.
- Launching new products and propositions, including project and stakeholder management.
- Experience of release communications, including release notes, etc.
- Developing and validating value propositions and use cases with customers and product teams.
- Strong copywriting and content development skillset and experience, across videos, website, white papers, case studies, eBooks, banners, blogs, collateral, webinars, emails and presentations.
- Development of sales enablement tools.
- Monitoring competitive, market and customer trends – developing insights to feed into our messaging and product development.
- Experience with Content Management Systems (CMS), marketing automation platforms and customer communication platforms (e.g. WordPress, HubSpot and Intercom).
- Very strong in the Microsoft Office Suite (PowerPoint, Word, Excel).
- Desirable:
 - Channel and partner marketing experience.
 - Command of a second European language.
 - Prior experience with agile practices.
 - Experience of working with analysts.
 - Pragmatic Marketing/Product Marketing Alliance training.

Aptitude and Personal Qualities:

- Highly organised, metrics driven and a team player.
- Used to working in fast-paced environments.

- Strong relationship builder and stakeholder management skills, with experience of working with product, customer success and sales teams, and in a global marketing team.
- Passionate about product marketing, naturally curious, growth hacker mindset to test and experiment.
- Ability to take initiative and ownership – self-starter and can-do attitude.