Product Marketing Manager (London, Hybrid)

About Us:
We are a market-leading automotive analytics company with decades of domain expertise in the UK automotive retail market. Our mission is to drive innovation through data-driven insights, offering predictive and prescriptive analytics solutions that transform dealership operations. Join us in shaping the future of automotive retail by bringing our advanced analytics product to life.

What You'll Do

- **Develop Product Messaging & Positioning:** Craft clear, compelling messaging that highlights the unique value of our predictive and prescriptive analytics platform. Translate technical features into benefits that resonate with automotive retailers.

- **Drive Go-to-Market Strategy:** Plan and execute integrated marketing campaigns—from product launches to ongoing promotion—that effectively reach and engage our B2B audience. Collaborate with sales and product teams to ensure alignment and maximize impact.

- **Conduct Market & Competitive Analysis:** Monitor market trends, customer needs, and competitive offerings to refine our product positioning and marketing strategies. Use data-driven insights to identify growth opportunities.

- **Create Sales Enablement Tools:** Develop impactful sales collateral, case studies, and training materials that empower our sales team to communicate the product's benefits effectively.

- **Collaborate Across Teams:** Work closely with product management, data science, and engineering to align marketing strategies with product development and customer feedback. Act as the voice of the customer to drive continuous product improvement.

- **Measure & Optimize Campaign Performance:** Track key performance indicators (KPIs) to assess campaign effectiveness. Use analytics to iterate on messaging and strategy, ensuring sustained growth and market penetration.

Who You Are

- **Experienced Marketer:** You bring ideally 5+ years of experience in product marketing, preferably within B2B SaaS, data-centric products, or analytics solutions. Experience in the automotive industry is a bonus.

- **Strategic & Creative Thinker:** You excel at developing marketing strategies that combine creative messaging with rigorous market analysis. You can translate complex technical concepts into compelling narratives.

- **Cross-Functional Collaborator:** With strong communication skills, you thrive in a collaborative environment—working seamlessly with product, sales, and technical teams to achieve common goals.

- **Data-Driven:** You are comfortable analyzing campaign metrics and market data to drive informed decisions. Your approach is both creative and analytical, ensuring every strategy is measurable and impactful.

- **Customer-Centric:** You understand the B2B buyer journey and know how to articulate value propositions that address customer pain points and drive engagement.

What We Offer

- **Industry Leadership:** Be part of a company with deep domain expertise in the UK automotive sector. You'll work on innovative projects at the intersection of predictive analytics and digital engagement, shaping the future of how businesses connect with their customers.

- **Impact & Growth:** A dynamic, collaborative work environment where your ideas are valued and can lead to immediate impact. You'll have the opportunity to grow your expertise, take on new challenges, and advance your career as our company continues to expand.

- **Flexible Work Environment:** Enjoy a hybrid work schedule – combine the energy and collaboration of our London office with the flexibility of remote work. We believe in work-life balance and adaptability.

- **Competitive Compensation:** A competitive salary and benefits package that rewards your experience and contributions. You'll be joining a forward-thinking team that celebrates success and nurtures talent.

How to Apply

Email **careers@tekcor4.com** with the job title in the subject line