

LEDGER BENNETT

Product Marketing Manager

At Ledger Bennett, we strive to help our employees find passion and purpose. We're looking for commercially driven strategic marketers, sales professionals and data scientists to help build the most advanced revenue services business in the world. If you think you could make a bigger impact on your client's revenue than your current job allows then join us to help change the way the world delivers revenue. Ledger Bennett is now looking for an experienced Product Marketing Manager to join our team. We have adapted a flexible working style that is robust, admin-light with cloud-based systems that allow you to work from any suitable location with hours to suit you and our clients.

In this role you would be responsible for:

We are looking for a person to join the Ledger Bennett product team to help us on our road to building a well-defined, packaged, and priced set of offerings of our B2B sales and marketing analytics products. This is an exciting opportunity to work in a new functional area of Ledger Bennett. You will be deeply involved in the strategy formulation of what we do as a business and enabling our company to execute on that strategy.

As our Product Marketing Manager, you'll be trusted with:

- Studying and understanding our offerings deeply - Collaborate with our VP of product, VP of Sales and Head of Operations and various subject matter experts across the business to understand in detail what we offer and how we deliver our offerings.
- Market intelligence - Learn about our buyers, who are they, what are their key pains, the language they use and how they look for and understand the types of products we offer.
- Competitive landscape - Be an expert on our competition and how they are positioned.
- Messaging - Develop product positioning and messaging that resonates with our target buyer personas.
- Pricing Packaging and Building - Determine our pricing and packaging approach for individual and bundled offerings.
- Launching products - Plan the launches of net-new products and releases of existing products and manage the cross-functional implementation of the plan.
- Supporting our go to market teams - Co-develop a marketing plan for the products you support in conjunction with our marketing team, including key activities, budgets and execution.
- Go to market content - Write compelling content as needed by our go to market teams to market and sell our products. This includes one-pagers, pitch decks, website content, blog posts etc.
- Understanding and supporting our sales and support channels - Train them on the problems we solve for our buyers and users; develop internal tools and external collateral and teach them how and when to use it.

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You're an excellent fit for this role if you have:

- 4+ Years minimum SaaS product marketing experience
- Undergrad degree a must, MBA a plus
- Ability to evaluate issues independently in a fast-paced environment and manage multiple, cross-functional projects simultaneously
- Excellent verbal and written communication skills, including public speaking and presentation
- Analytical mind-set and problem-solving skills with high attention to detail
- Strong knowledge of building compelling pitch decks
- Experience of using ASANA to build, track and manage project plans and projections is a plus

What can we offer you?

At Ledger Bennett, we are proud to offer some of the best benefits in the B2B marketing space. As our Product Marketing Manager, you will be entitled to a competitive salary, plus a range of benefits including:

- Uncapped Holiday Allowance
- A matched stakeholder pension plan, up to 5%
- A fully flexible WorkStyle (ask more about this in interview)
- A bespoke People Framework to ensure you have the right support, tools, and skills to carry out your role
- Full 4 x salary life insurance
- Choose your own IT, home office equipment
- Free and confidential anytime access to an award-winning Employee Assistance Program which includes, Free counselling, Financial advice, Legal advice
- Corporate Social Responsibility (CSR) activities (In 2021, we are partnering with Mental Health non-profits to support their goals; involving our team in mental health workshops, and more)
- Our Health and Wellness cash plan which includes Up to 100% money back for everyday healthcare benefits such as Dental, Optical and Physiotherapy, Children living at home and studying full time covered up to the age of 21 at no extra cost

Why work for Ledger Bennett?

We believe that in the next 5 years Marketing, Sales and Customer Success functions will be replaced with a single Digital Revenue Team offering frictionless, transparent, recurring revenue growth. At Ledger Bennett you will implement best-in-class solutions and adopt new and emerging technologies. We are a well-established business of experienced digital professionals working in global teams to deliver data driven solutions to complex marketing, sales and customer success problems. We are growing rapidly with offices in London, San Francisco and Chicago.

So if you have the skills, hunger, and experience to be a part of the marketing revolution, then join us as our Product Marketing Manager, **click APPLY with your Resume.**