

JOB DESCRIPTION

Job Title: Technical Marketing Manager

Location: Shrivenham, Wiltshire

Reporting to: Managing Director

We are seeking a dynamic and experienced Technical Marketing Manager to join our rapidly growing business. The ideal candidate is a tech-savvy professional with a passion for innovative products and a proven track record in developing and executing technical marketing strategies.

As Technical Marketing Manager, you will be responsible for translating complex technical concepts into compelling marketing messages, enabling our customers to understand the value and benefits of our products. You will collaborate closely with cross-functional teams, including product development and sales, to drive successful product launches and ongoing marketing campaigns for all our product ranges. You will also have responsibility for our corporate branding and marketing.

If you are passionate about technology, have a knack for storytelling and excel in translating technical concepts for diverse audiences, we invite you to apply for this exciting opportunity. Join us in shaping the future of our products and making a meaningful impact in the market.

RESPONSIBILITIES:

- Create and edit technical content, including whitepapers, blog posts, and product documentation, to effectively communicate the features, advantages and benefits of our products
- Collaborate with subject matter experts to distil complex technical information into clear, concise and engaging messaging for various audiences
- Develop and refine product positioning and messaging that resonates with target audiences
- Conduct market research to stay informed about industry trends, competitive landscape and customer needs to inform product messaging strategies
- Collaborate with cross-functional teams to develop and execute go-to-market strategies for new product launches
- Drive product awareness and adoption through the creation of marketing collateral, webinars and other promotional materials
- Provide sales teams with the necessary tools and training to effectively communicate the technical aspects of our products
- Develop and maintain a library of sales enablement materials, including presentations, case studies, and competitive analysis
- Manage and develop a small team of digital marketing executives that create and optimize online content, ensuring that technical messaging is aligned with broader marketing initiatives
- Develop SEO strategies by incorporating relevant technical keywords and concepts into marketing materials
- Utilise analytic tools to measure the effectiveness of marketing campaigns and adjust strategies as needed
- Provide regular reporting on key performance indicators related to technical marketing initiatives
- Managing our external web developers and graphic design suppliers
- Developing the CRM database for marketing needs
- Manage the corporate style guide and corporate templates
- Manage allocated budget for all activities

SKILLS/EXPERIENCE:

- Proven experience in technical marketing, product marketing or a similar role
- Strong understanding of technology and the ability to translate technical details into compelling marketing messages
- Excellent written and verbal communication skills
- Familiarity with digital marketing tools and analytics platforms
- Ability to work collaboratively in a cross-functional team environment

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- Proactive, creative, and adaptable mind-set with a strong problem-solving ability
- Experience of managing, motivating, developing and leading people

QUALIFICATIONS:

- Marketing – required to have CIM qualifications or degree in marketing/business/MBA
- Technical – desirable to have degree or equivalent in a technical or scientific discipline

PERSONALITY/CHARACTER:

- Driven and self-motivated
- An inquisitive mind and be keen to understand
- The confidence to ask questions and say “sorry I don’t know, but I know who to ask”
- Can do attitude, willing to go the extra mile to achieve your goals
- Able to work effectively as part of a team and collaborate with colleagues from different departments

REQUIRED BEHAVIOURS:

- **Creativity and innovation** – Possessing a passion for driving continuous improvement by spotting opportunities and seeking the views of others
- **Keeping Commitments** – You demonstrate a can-do attitude and drive to complete tasks and projects and report that they are completed, even when other opportunities arise that appear to be more interesting
- **Collaboration and Communication** – ability to develop relationships with colleagues outside your department built on mutual trust, respect, and a drive for sharing and success
- **Impact and influence** – You listen to different perspectives, evaluate, persuade, and carefully shape your work to deliver excellent results
- **Teaching and Sharing** – You share what you know with others and seek to learn from the vast pool of knowledge of others at PPM
- **Company Focus** – Put the needs of the company before your team needs, and drive to achieve the goals of the company as well as those of your own team

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