

Head-Product Marketing Lead

Exp: 3-7 Years

Education: Any Graduate (Preferred B.Tech.)

Masters Degree: M.Tech. / MBA

Location: Gurugram

Desired Skills:

- Product messaging and positioning – Develop product positioning and messaging that resonates with customers and differentiates ValueFirst products in the market.
- Sales enablement – Communicate the value proposition and provide high-value sales tools, training, and collateral.
- Market, customer, and competitive analysis - Be the expert on the customer, the industry trends, and the players in the market. Understand how the product is deployed and used by our customers. Build and lead the client referenceability program.
- Demand generation – Develop the strategy for and manage the inbound marketing programs that drive awareness and organic demand.
- Evangelism – Serve as a company spokesperson and go-to thought leader for ValueFirst products.
- Product releases – Assist with the product roadmap, plan and lead go-to-market activities and create strategies for feature discovery.

Key Responsibilities:

- 3+ years in B2B software marketing – SaaS and MarTech experience in a high growth environment preferred.
- Proven experience creating marketing plans encompassing strategy, customer research, competitive analysis, product requirements, messaging, pricing, etc.
- Experience initiating and driving a range of GTM programs including, webinars, tradeshows, social media, content marketing, etc. for India, South East Asia and Middle East markets.
- Excellent English presentation, written, and verbal communication skills, with an eye for quality and attention to detail.
- Ability to effectively lead, inspire, and mentor direct and indirect reports.
- Strength in collaborating with cross-functional teams, across geographies, including executive management, product management, operations, sales and marketing.
- Self-directed, organized team player who is capable of hands-on-execution as well as long term business planning.
- Metric driven, comfortable in working with data to draw and share insights with stakeholders.
- Experience creating highly leveraged sales tools, training, and collateral especially online.