

Position: Product Marketing Manager

Location: Dublin, Ireland
Languages: Fluent spoken and written English

Role Description:

As a Product Marketing Manager, you will be responsible for the outbound marketing activities for Asavie’s IoT connectivity offering, Asavie IoT Connect and our connectivity platform, Asavie PassBridge. You will work closely with our VP Marketing and the Product Manager to craft the messaging and positioning for our product as we expand its footprint globally. You'll conceive and develop innovative marketing programs that help drive demand in the EMEA, North American and APAC markets. Attention to detail and an eye for quality, along with the ability to grasp and translate technical capabilities into benefits is crucial. In your role as a Product Marketing Manager you will be the expert in understanding how our end-user thinks, how and why they buy and be able to transfer that knowledge to our direct and indirect sales’ channels.

Primary Responsibilities:

- **Marketing positioning** – Develop product positioning and messaging that differentiates Asavie’s offering in the marketplace into the various channels.
- **Collateral Development** - Own the creation and development of appropriate collateral for deployment across various online and offline media.
- **Demand Generation Activities** – Develop the strategy and manage the marketing programs that drive demand for your product in the appropriate IoT channels.
- **Product launch** – In conjunction with our Product Management team you will assist in the plan the launch of new products and releases
- **Market intelligence** – be the expert on the carriers and non-carriers, MVNOs, M2M resellers, competitors and end-users. Understand the dynamics of the 1 to 1000 device deployment.
Understand the eco-system stakeholders, mapping the industry and understanding the market.
- **Sales enablement** – communicate the value proposition of the products to the sales team and develop the sales tools that support the selling process of Asavie’s IoT offerings to the market.

Qualifications & Requirements:

- Bachelor's degree with 8+ years of technical product marketing experience in an enterprise software sales company – welcome experience in start-up, mid-size or global MNC
- Strong knowledge of the telecoms/middleware markets an advantage
- Ability to clearly communicate in both spoken and written word
- Understand cloud, APIs, indirect channel marketing, network technologies