

Senior Product Marketing Manager (m/f/d)

Linz, Vienna, full-time

As Senior Product Marketing Manager you tell the story about how smec-solutions help to unlock the potential of Data Strategy & E-Commerce Growth. You understand the needs of our clients, the challenges they face and define the key values which differentiate smec-solutions in the market.

Your tasks

- You research our user personas and operationalize particular customer cases.
- You develop product marketing material such as website pages, blogs, white papers, webinars, videos, decks, and data sheets – supporting the buyer's journey.
- You create campaign messaging and content as required to support ongoing marketing initiatives.
- You research overarching market trends, competitive threats and challenges – in order to understand how to position smec products in a rapidly changing market.
- You contribute to field and industry events as a smec-product evangelist and demonstrate the smec product value in market research reports.
- You develop and deliver product-, market-, and industry-specific enablement to the smec Client Office and our Product department.

Your profile

- You are a data-driven thinker with at least 5 years of product marketing experience – customer centricity and an intrinsic interest in understanding them is key for this role.
- You successfully completed your studies in Business, Marketing, Data Science, Informatics or similar.
- You have a deep understanding of the smec domain – experience with SaaS+ offerings, ecommerce and retail is a plus.
- You are experienced in creating go-to-market materials and develop multi-channel communication from scratch – based on sales conversations, product interviews, user interviews and market research.
- Your working style is structured and demonstrates a high level of self-organization – advanced project management is a plus.
- You are able to coordinate across various teams in a fast-moving startup environment.
- You have outstanding English communications skills – in order to explain and translate complex technical concepts into simple and intuitive communications.

We offer

As one of **Austria's Best Employers 2021** and a **certified Great Place To Work®**, we are particularly proud of our corporate culture. In addition to an open and very appreciative interaction, we offer you:

- Stunningly **flexible working hours** between 6:00 a.m. and 11:00 p.m.
- The possibility of **remote work** 2 days per week
- Further training opportunities as part of our **smec Academy** – career paths, competence development, online learning platform with more than 3,500 courses, and much more.
- Sports and health offers as part of **smec Health** – own fitness room, e-bikes, fresh fruits every day and joint sports activities
- Cool events like internal **meetups**, get-togethers and other social activities
- Sponsoring of team events
- Great **employee referral program**: for referrals you get an individual event or bonus as a thank you.
- 3-month **onboarding program** with buddy support
- Growing company with **startup flair** and many development opportunities
- **New MacBook** with private use option
- Free coffee and tea
- First-class locations in **Linz, Vienna and London** – good transport connections included
- **No dress code** - come as you are! :-)

Sounds exciting? We look forward to receiving your application and are happy to answer any questions you may have.

For legal reasons, we refer to the collective agreement minimum salary of **EUR 3,094 (14 x per year)** for this position. The actual salary depends on your qualification and experience, a willingness to overpay is given.

We offer the following benefits

Interested?

We are looking forward to your application. Reach out to us:



Anna Znidersic
HR Specialist



Vera Eberdorfer
Recruiting Specialist



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Switch locations



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Your smec buddy



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Cool company events



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Refreshments & goodies

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OnBuy Logo

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