

Marketing Job Description

About Us

Founded in 2014, WEMAİK creates technology that reimagines how digital transformation is achieved, and what is necessary for a successful project. Through our integrated software platforms, we enable enhanced business decision-making by revealing new insights from company information and quickly deploying these insights to business experts via bespoke enterprise-grade applications. Transformation solutions created with our platform unlock huge commercial value and enhance business competitiveness with increased agility. We employ amazing people and foster their dedication, enthusiasm and flair.

At WEMAİK we apply a management style and development approach that ensures professional standards whilst allowing for innovation and change – and above all, fun. We work hard as a team to consistently meet our customer's needs and consequently their trust and repeat business.

Product marketing

Role Summary

As a member of the product marketing team you will create and communicate compelling narratives, create messaging and content for various initiatives, and own a set of sales plays. You will play a key role in product launches, sales training, marketing campaigns, account-based marketing initiatives, and partner-related marketing activities.

Responsibilities

- You are the expert on market trends and the competitive landscape in the big data, Artificial Intelligence or Analytics enterprise software or cloud markets
- You will create content, assets, and tools to support our various initiatives. These will include: eBooks, articles, blogs, podcasts, sales presentations, ROI tools, and other market-facing materials
- Develop and communicate Wemaik key capabilities, differentiators, benefits, and use cases for target customer segments and sales plays
- Direct outbound marketing strategies to improve awareness and market position, as well as increase share of voice and sales pipeline
- Deliver high-impact sales tools and training compatible with our different sales channel requirements
- Partner with the Business Development team on alliances/partner marketing strategy and plans

Required experiences and skills

- At least 5 years in a product marketing role in a Big Data and/or Analytics enterprise software company.
- Proven experience developing audience-based strategies and content in line with a built-for-cloud business model
- Extensive experience developing and validating positioning, messaging, competition, segmentation, and go-to-market strategy for a fast-paced, high growth technology market
- Excellent written and verbal communication skills, with sales, C-level, and partner audiences
- Able to go deep technically in order to intimately understand products
- Analytical and detail-oriented, but practical, with a keen ability to juggle concurrent projects
- Ability to establish goals and set clear expectations, prioritize activities, and follow through with timely execution in a fluid, cross-functional team environment
- Track record developing outbound marketing campaigns including creative message execution
- Experience managing marketing budgets
- Bachelors degree required. MBA preferred