

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.

Solution Product Marketing

Role Summary

Working closely with product management, technical marketing, and sales enablement, you will play a pivotal role in answering why our WEMAIK Platform is key to ensuring application and business performance in modern application enterprise.

The ideal candidate will be a subject matter expert in business process management, workflow, business intelligence and cloud platform strategies in the enterprise. It's a bonus if you have first-hand experience. You will enjoy taking complex concepts in our platform, presenting them simply to audiences, internal or external at any level, on what it takes to succeed and why WEMAIK can help.

Responsibilities

As a Solution & Product Marketer, you will be a good writer, spokesperson and presenter and be responsible for guiding and fueling the outbound marketing messaging and strategy from a global perspective. You'll understand our buyers, be passionate about building customer champions and leveraging customer stories that showcase their success.

- Credible and confident in your knowledge of modern application and business process management.
- Experience of B.I, Workflow, Transactional , Artificial Intelligence, BPM and cloud computing in the enterprise.
- A great communicator both as a presenter and a writer. Can take complex concepts and make them accessible to the many.
- A forward-thinker, a fast-mover, can articulate strategy clearly to internal teams and drive urgency
- Strong interpersonal skills; a great partner to product management and able to build strong relationships across functions.
- A thirst for knowledge, always looking to better their expertise

Requirements

- BA/BS (preferably in business, engineering or a related field); MBA preferred
- Proven subject matter expert in microservices, containers, orchestration tools and cloud computing.
- Ideally first-hand experience of application modernization/transformation in financial services or the retail industry or from an industry analyst background.
- Previous experience in product marketing would be a strong plus.
- Proven track record of presenting to senior and junior audiences in the enterprise.
- Able to tell stories, write articles and share experiences that inspire teams to do the right thing in regards to modern application architecture.
- Able to work on their own, to get stuff done.
- An expert collaborator, able to influence teams and convey ideas clearly, from a strategic perspective.
- Passionate about technology, its impact on business and the world around us.