

# Product Marketing Manager (SaaS)

## Job Description

Here at Papertrail, we are growing our team! We are looking to recruit a Product Marketing Manager to work directly with our Product and Business Development teams and increase the awareness of our digital safety inspection management system within the Energy and Utility sectors.

We are a software company that helps safety conscious businesses and equipment owners around the world to reduce their paperwork and stay compliant. We are a team united by our shared values of working hard, being accountable and working together.

The Papertrail team works remotely, with a virtual hub in North Wales. Our customers and partners include global manufacturers of safety equipment, renewable energy companies and adventure parks around the world, with customers on every continent.

If you're a person who has a passion for engaging customers and creating exciting content that converts prospects into customers, then this is the role for you.

## What you'll do

As the Product Marketing Manager, you'll be responsible for:

- Developing a thorough understanding of the Papertrail system in order to effectively communicate the USP and identify the customer pain points
- Communicating product releases and feature enhancements
- Creating engaging written and visual product content. Blog posts, white papers, case studies and content for product collaterals that support the buyer's journey
- Continuing engagement with prospects and customers via social media and digital platforms
- Capture and understand the market needs for core use cases to identify common problems and challenges and inform updates to our marketing website (**HotJar**)
- Conduct and track competitor research on product features and benefits. (Make us stand apart from other options)
- Designing the product sales funnel strategies and realising them through to success
- Managing and editing the content on the website adding new content in collaboration with our design and technical teams
- Reviewing product release metrics, to ensure we achieve high levels of adoption/success
- Building our product marketing team around you as the business grows

- Work as part of a team developing customers into advocates to increase brand awareness and build a sense of community
- Reporting on and evaluating performance metrics monthly

## What you'll need

You are a highly motivated individual with strong collaboration skills and the ability to seek out information to build a strong product statement. You positively manage relationships both internally and with clients and creative agencies. You are driven to achieve success and rightly proud of what you do.

The following experience is relevant to us:

- At least 3 years of professional experience in a content marketing role, supporting SME sales
- Building product channels / funnels to increase sales conversion
- Defining metrics / success - running campaigns
- Optimising funnels and data management for SaaS
- Experience collaborating with others to help build brand awareness and increase market share
- Proven experience with online content marketing and social media development strategies
- Natural eye for how to improve conversion rates through optimisation of landing pages
- Building a global presence for a software company/product

Skills you should have:

- Ability to listen, communicate, understand and prioritise your work
- Excellent written and verbal communication skills
- Great telephone & digital calling skills dealing with customers at all levels
- Core communications and business software (Slack, Zoom and GSuite)
- Figma (or similar graphics tool) basic editing skills for creating banners and product visuals (from templates)
- Video editing - able to put together short clips to explain new product features
- **Webflow** as a content manager
- **Hubspot** (or similar CRM) to track content and communicate with clients
- Management of metrics - monitoring sales funnel performance, website analytics, **HotJar** session reviews etc.
- Working remotely, individually and as part of a team
- You love inspiring others with enthusiasm
- You have a 'never say never' attitude

- You are creative and think outside the box

## Why join us?

Working at Papertrail can accelerate your career and give you the opportunity to work with world-class talent. We're a team that loves what we do and we all thrive on our ability to make an impact. There are many benefits that come with working with us, such as:

- Remote working
- All the tools you need to execute your job well
- Future career opportunities as the business grows
- See your initiatives and strategies deliver results

Holiday entitlements start at 23 days per year increasing with time in post. Working hours are 9-5 nominally. You will be contracted to work 35 hours per week.

Apply today by emailing us your CV and covering letter to [recruitment@papertrail.io](mailto:recruitment@papertrail.io)