



WE ARE HIRING

PRODUCT MARKETING SPECIALIST

Colombo LK | Full-time

WHO ARE WE?

We are Xyicon. A team of innovators who have been creating robust software solutions that help our customers bridge the gap between design and data since 2000. Headquartered in Napa, CA, our team works closely with customers through a support and development network across North America, Europe, and Asia.

Over the last 10+ years, we've helped enterprise customers identify opportunities for process improvement using our product Xyicon which is a highly-configurable SaaS platform. Today, Xyicon is used by businesses of all sizes and industries, including aviation, retail, construction, laboratory, logistics, and healthcare, for their unique business challenges.

We recently pegged our Sri Lankan team's salaries to the US Dollar, so if you are looking to join a company where you can grow personally and professionally, keep reading.

KEY ROLES AND RESPONSIBILITIES

- Obtain a thorough understanding of Xyicon and work towards translating its technical capabilities to end-user benefits.
- Ensure that all market research and analysis is incorporated into product development and messaging.
- Support ongoing marketing initiatives.
- Lead on the content strategy for Xyicon.
- Support the overall marketing strategy for Xyicon.
- Monitor and evaluate marketing performance.

QUALIFICATIONS, SKILLS, AND EXPERIENCE

- Completion of CIM/ marketing qualification/ Degree in software development.
- Minimum two (3) years experience in a similar role, preferably in the software industry.
- Experience in working with Social listening tools.
- Excellent communication skills. Copywriting skills would be an added advantage.

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