

SENIOR SOFTWARE PRODUCT MARKETING MANAGER

About IoTerop

As an award-winning provider of Internet of Things (IoT) device management solutions, IoTerop enables manufacturers to build a new generation of secure, interoperable, and remotely manageable products. We meet the needs of industries and operators in a variety of IoT sectors, including smart cities, smart metering, transportation, healthcare, and industry 4.0. Through our software products, IoTerop provides a secure end-to-end device management solution for manufacturers doing massive deployments of connected objects.

The position

If you are passionate about new technologies related to connected objects and you have solid experience in Product Marketing Software, this Product Marketing Manager position may be for you! Reporting directly to the CEO, your mission will be as follows:

- Participate in benchmarking by comparing industry best-practices, identifying performance gaps, and improving the efficiency and effectiveness of our business in conjunction with our sales and technical teams;
- Identify new market needs that will generate changes to our product and service offers;
- Contribute to defining the product roadmap and identify specifications with the technical teams;
- Work on positioning IoTerop's products in their markets and use a mixed marketing modeling to increase ROI and the perceived value of our products;
- Define and implement sales and distribution strategies in conjunction with the sales team;
- Communicate the value proposition to the sales team, create sales support materials, and train the sales team on product sheets, presentations, and offer features;
- Deliver key messages on specific offerings: use cases, customer stories, trainings, presentations, demos, etc.;
- Set marketing objectives, and contribute to the definition and execution of the marketing strategy in conjunction with the Digital Marketing team;
- Create customer-focused content that resonates with our audience and ranks well in SEO;
- Monitor and report identified KPIs for product marketing actions and adjust according to results and objectives.

We value your motivation just as much as your experience.

Your profile

4 to 5 years of higher education in Marketing/Communications are required with a minimum of 5 years as a successful B2B Software Product Manager (or similar position) in a SaaS or an embedded software company desire to join a young, dynamic team in a fast-growing environment. You are curious, creative and have a strong ability to challenge what has been done before. You are recognized for your communication skills, your attention to detail and your energy.

Skills we are looking for:

Results-oriented
Ingenuity, creativity
Ability to see the big picture
Good interpersonal skills with multidisciplinary teams
Anticipation
Fluent written and spoken English
Strong writing skills
Experience with HubSpot appreciated
French appreciated

What we offer

Join a dynamic team with a strong, hands-on human touch. Work on innovative projects that shape the future of industrial IoT. You will have the ability to evolve in an international and open environment where you can develop your skills and creativity.

Long term contract – Newly created position

BSPCE

Ready to join our adventure? Send us your application rh@ioterop.com

FICHE DE POSTE



A couple of articles on IoTerop:

[IoTerop and Thalès les produits IOWA sur Cinterion](#)

THALES

[Nebraska by IoTerop](#) on



[IoTerop Cloud Solution validated](#) by



Check about Hatem Oueslati, CEO & Co-founder of IoTerop on [BFM TV](#)

For more information on IoTerop : www.ioterop.com