



## Product Marketing Manager, Uxbridge UK

Tollring is a market leading software developer providing data visualisation and business intelligence tools that help manage, understand and control a wide array of communications information, resources and assets.

Growing rapidly and with offices in the UK, the USA, India and Australia, Tollring specialises in business communications analytics, call recording solutions, telecoms expense management and fraud management systems for network carriers and CSPs. Our innovative solutions are developed in-house and distributed via an extensive channel partner network to over 31,000 businesses globally.

### Job Purpose

We are looking for an experienced Product Marketing Manager to work closely with sales and marketing and manage our partner programmes (product marketing) team.

Reporting to the Marketing Director, you will collaborate across teams to plan and deliver partner programmes that strengthen the company's go-to-market (GTM) strategy.

### Key responsibilities

You will be responsible for managing and continuously improving our GTM and training materials in line with product delivery of software version releases:

- Collaborate with product team, knowledge management team and delivery team to keep pace with product/commercial developments and plan/resource activities
- Collaborate with marketing team on messaging to produce GTM and product marketing material (features list, help content, product videos) on time, in line with release schedule
- Collaborate with sales team to deliver effective pre-sales marketing support, sales initiatives, sales positioning of new features, competitor analysis and to introduce new product features to the team
- Manage delivery of end user training
- Plan and organise internal pre-release product training
- Manage delivery of demo portal in line with releases
- Manage delivery of release notes externally
- Manage delivery of application portal translations and help content where required
- Liaise with our partner community to inform on new product releases
- Effective people management for growing team

### Qualifications, Experience and Skills

- Minimum of 5 years' experience in a similar role (ideally channel marketing in IT/telecoms software)
- Excellent planning, organising and team management skills
- Able to work autonomously, whilst prioritising and collaborating effectively to meet deadlines
- Copywriting and proofreading skills, attention to detail
- Sound understanding of marketing principles and commercial awareness
- Comfortable learning technical acronyms and new technology (experience in software/IT a distinct advantage)
- Understanding of distribution channels in the IT/telecoms or software arena
- Thrives in a busy, dynamic and varied environment
- Proficient in MS Office
- Familiarity with Adobe Cloud Creative Suite (in particular InDesign) advantageous
- Degree qualified, preferably in marketing (desirable)



## Personal Attributes

The Tollring corporate values are: Teamwork, Energy, Integrity and Performance. The ideal candidate will be representative of these corporate values:

- A good team player with a 'can-do' positive attitude, who can use initiative
- Possess excellent attention to detail and take pride in the quality of their performance
- Clear communicator, both written and verbal, with excellent interpersonal skills
- Adaptable, accountable and results-oriented with a customer service approach

## Remuneration, Benefits and Working Hours

- The role is a full-time position, 9am until 5.30pm Monday to Friday
- The position is office based with flexibility to work from home
- Salary range £45,000 to £50,000 per annum (depending on qualifications and experience)
- 20 days holiday increasing every year up to a maximum of 25 days
- Private medical cover, company pension scheme, group life assurance, employee assistance programme (EAP)

## Training and Progression

Tollring values its staff, offering career development opportunities to those who are successful.

- A training plan will be provided, discussed, monitored and reviewed for the duration of the probationary period.
- There will be opportunities for progression as the company grows and expertise is developed. These will be discussed in quarterly reviews or as appropriate.

## How to Apply

Please send a covering letter, together with your CV, to: [recruitment@tollring.com](mailto:recruitment@tollring.com)

The closing date is: **20<sup>th</sup> August 2021**