



## **Product Marketing Manager**

**Location: Borough, London**

Competitive salary dependent on experience. Company performance-related bonus, healthcare insurance & wellbeing benefits.

**An exciting opportunity for a confident, talented individual to bring the voice of the customer to our product development, and to ensure customers and colleagues understand our value propositions.**

Liv-ex is the global marketplace for the wine trade, with over 550 members worldwide. We offer business services that span trading, data, fulfilment and automation technology to a diverse group of wine businesses – from ambitious start-ups to established merchants.

Our goal is to make fine wine trading more transparent, efficient and safe for the benefit of our members and the market as a whole. We are hard-working, committed yet informal, energetic and action oriented.

Founded in 2000, Liv-ex has grown to serve a growing number of merchant members with a broadening range of services. We help clients and other stakeholders to better understand the fine wine market and identify opportunities to profit.

### **Summary Purpose**

We are looking for a commercially minded and entrepreneurial marketer with a growing track record delivering results in product marketing. You'll need to make sense of in-app usage data, Account Managers feedback from members, and your own research findings to synthesise the voice of the customer. You'll ensure the whole business uses this touchstone when we develop our offering, decide how to price it and how to communicate it.

You'll be a linchpin that brings our Commercial and Product teams closer together. You'll be targeted on how you're able to improve engagement amongst existing customers.

The role will suit someone who is driven to understand and satisfy customer needs. Someone who's had previous success, but is excited by the prospect of learning and achieving more. Someone who feels talking data and technology, and can then translate it into layman's terms.

## Responsibilities

- Develop customer personas, and ensure we understand their distinct needs
- Ensure these needs are reflected in how we develop, position and communicate our product(s) to them
- Test our hypotheses by talking to customers
- Identify areas of low use and drive up interest and adoption of key product features
- Devise and execute comms and associated assets that convey the value propositions to members, prospective members and Liv-ex staff (case studies, help videos, webinars, blog posts, emails, in-app alerts, evergreen reports, training sessions etc.)

## Knowledge, Skills and Experience

### *Essential*

- 3+ years Product Marketing experience
- Qualitative and quantitative research skills
- Confident and articulate presenter and writer
- Proactive self-starter
- Collaborative approach

### *Desirable*

- Diplomacy and negotiation skills
- Familiarity with martech tools (CRM/automation etc)
- Wine industry knowledge or interest
- SaaS industry experience

To apply, please send a copy of your CV with a cover letter to outline why you are interested in this opportunity to our HR team at [clientresourcing@strattonhr.co.uk](mailto:clientresourcing@strattonhr.co.uk)