



Job Description

Product Marketing Manager

Date: 10/04/18

Mobacar

Mobacar is an intelligent car mobility company with offices in Kerry and Dublin. We are fundamentally changing the relationship between cars and people. We have operated in the global travel mobility space for a number of years radically improving the car rental and airport transfer experience for customers. We strive on creativity and the successful growth and development of our team. Our technology, our team and our products are gaining global acclaim for our innovation and approach. Every new team member is carefully selected to ensure not only that Mobacar will continue to disrupt the global travel mobility industry but that each new team member has a clear path to grow and develop.

Position

Product Marketing Manager. You will report directly to the CEO.

Job Description

As Product Marketing Manager, you will be responsible for creation, planning, & implementation of the Mobacar product marketing strategy. This is a new role reporting directly to the CEO.

The responsibilities include:

- Ensuring the success of the Mobacar product suite through consistently excellent product marketing and positioning
- Responsible for strategic creation of the product value proposition, messaging and positioning that differentiates Mobacar products
- Responsible for driving market leading content creation and compelling collateral for Mobacar's product portfolio
- Product launch and demand generation – manage the planning and preparation for the launch of new products and releases and the marketing programs that drive demand for Mobacar products
- Collaborate with Management to ensure market requirements are represented in product roadmaps and releases
- Sales enablement – communicate the value proposition of the products to the sales team and develop the sales tools that support the selling process of Mobacar products
- Creation of ROI metrics and contextual content to demonstrate the end value of Mobacar products to the target audience
- Market knowledge – be the expert on buyers, how they buy and their buying criteria to feed into creation of marketing collateral

Experience and Background

- 5 - 10 years' experience in product marketing in the technology sector
- Primary degree in Marketing or related. MBA or PhD an advantage
- Background in car rental or the car mobility sector a distinct advantage
- Excellent written and verbal communication skills

Contact: Send your CV to careers@mobacar.com