
The logo for Mobacar, featuring the word "mobacar" in a bold, lowercase, orange sans-serif font. The letter 'o' is stylized with a dotted pattern.

Product Marketing Manager

Position

Date: 23 Aug 2017

Mobacar

Mobacar is an advanced Travel Technology and Artificial Intelligence company. We are a successful high growth technology company with offices in Kerry and Dublin. 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 travel industry but that each new team member has a clear path to grow and develop.

Job Description

The position requires a Product Marketing Manager to help drive all aspects of the next generations of AI and Customer Experience solutions. The responsibilities include

- Development of product vision & roadmap
- Development of product positioning and sales positioning
- Creation and execution of go to market strategies
- Market intelligence and competitive analysis
- Demand generation
- Development of support assets

The successful candidate will report into the Chief Analytics Officer and work closely with R&D, Sales & Marketing, Finance and Revenue Management.

The position is based in Killarney or our Dublin City Office.

Skills and Experience

- 5+ years' experience in a one or more of Product Marketing, Product Management or Sales Support.
- Deep knowledge in Sales, Marketing and Customer Experience technology.
- Experience of working in all aspects of product development.
- Experience building go-to-market strategies.
- Good technical knowledge at a conceptual level to work with R&D and architecture.
- Experience in high volume consumer industries such as travel or retail.

APPLICATIONS - to be sent to careers@mobacar.com