

Head of Product Marketing

Reporting to CEO, Combe, Near Oxford, UK

Competitive Base + Bonus, Full-time, permanent.

HT2 Labs are pioneers in workplace digital learning. Our innovations in software are used by global organizations to develop exceptional talent with remarkable efficiency. We are proud to partner with some of the world's leading learning companies, including the likes of BP, GE and HSBC. Our commitment to innovation coupled with customer success has been showcased by major award wins throughout the world, most recently including the 'Queen's Awards for Enterprise, Innovation 2019' - the highest award for business in the UK.

We have the tenacity of a modern, well-funded startup and always punch well above our weight, but we keep our feet grounded in the reality of being a West Oxfordshire-based company - people here work sane hours in a vibrant office in the grounds of Blenheim Palace, where office dogs, daily cakes and standing-desks are the norm. Our rapid expansion has seen us double our workforce in the last 18 months and open up new presence in the USA and Australia.

We have a vacancy for a new role here at HT2 Labs; Head of Product Marketing. Bridging the gap between Marketing Communications, Sales and Product Management, the Head of Product Marketing will help us to reach our next milestones with our well-established SaaS products. You will develop a deep understanding of our products and, coupled with your existing knowledge of the Learning Technology marketplace, you will help us to define our product's key differentiators and value propositions.

The successful candidate will have the opportunity to help shape the go to market proposition of our products, as well as taking overall responsibility for the timely execution of our plans. You will act as a mentor and a coach to more junior team members and should be willing to work across teams to collaborate on joint projects.

Responsibilities

- Market intelligence - be the expert on our buyers, who are they, how they buy and their key buying criteria.

- Understand the competitive landscape - be an expert on our competition and how they are positioned.
- Collaborate with product management and marketing communications to develop product positioning and messaging that resonates with our target buyer personas.
- Understand and document our buyer's process, including where they get information, and the *who*, *what*, *when* and *why* behind the decisions they make. Then drive changes to our sales and marketing processes based on what you learn.
- Develop a marketing plan for the products you support in conjunction with product managers, including key activities and budgets to support the retention of existing customers and the acquisition of new customers.
- Take ownership of our headline SQL target number, adjusting strategies using the full range of direct and indirect channels and assessing the effectiveness of the marketing programs that support your products on an ongoing basis, and report back to the business on required changes.
- Plan the launches of net-new products and releases of existing products, and manage the cross-functional implementation of the plan.
- Understand and support our sales channels; train them on the problems we solve for our buyers and users; develop internal tools and external collateral and teach them how and when to use it.

Experience and Skills

- 5+ years of product marketing experience with at least 2 years of experience in a market-facing role (e.g. delivering presentations to customers and prospects, conducting competitor analysis and market research)
- Proven software / technical writing ability with experience of authoring a wide range of sales-enablement 'toolkits' for both internal and external audiences.
- Experience working within both direct and indirect channels, comprising both inbound and outbound lead generation.
- Comfortable using collaboration and CRM tools such as Slack and Salesforce.
- Familiar with marketing automation and analysis tools such as Marketo, Hubspot, and Google Analytics.
- Power user of networking tools, especially LinkedIn.
- Exceptional ROI-tracking skills, able to prove what is, or isn't, working.
- Excellent people and management skills to interact with staff, colleagues, cross-functional teams and third parties.