



Senior Director of Product Marketing

Europe/US- Home office

Company Overview: EfficientIP [www.efficientip.com]

EfficientIP is a network automation and security company, specializing in DNS-DHCP-IPAM solutions (DDI), with the goal of helping organizations worldwide drive business efficiency through agile, secure and reliable infrastructure foundations. We enable IP communication and simplify network management with end-to-end visibility and smart automation, while our patented DNS technology protects against malware, controls application access and optimizes application delivery performance. Companies in all sectors rely on our offerings to face the challenges of key IT initiatives such as cloud, IoT, 5G and mobility.

Job Description

We're looking for our Sr. Director of Product Marketing to lead a great team of product marketers, and it might be you!

The Sr. Director of Product Marketing is a highly collaborative, business-savvy professional with solid experience in strategic messaging, effective storytelling, positioning, and go-to-market planning.

You will build supporting sales collateral and tools, demos and materials used by the field to showcase the differentiators across our solutions for appropriate use cases and audiences. You will present our products to industry analysts and customers and play a key role in enabling our sales and partners by overseeing impactful enablement programs.

This is a highly cross-functional position where you will partner closely with product management, digital marketing, corporate communications, alliances, field marketing and our global sales/channels teams. This is an exciting opportunity for a creative and driven individual to work on a global level and make a material impact. The ideal candidate is data-driven, strategic, able to thrive in an entrepreneurial culture, and is a strong leader, who inspires internal and external audiences alike. If you're ready to bring new features to life and to be the ultimate voice of the customer, this is the role for you!

Location: Europe/US- Home office

25% travel expected

Responsibilities

- Manage the product marketing team and build processes that will enable us to scale
- Define the global positioning, messaging, and product launch strategy that differentiate the product in the market and drives prospect engagement, supports sales and demand generation
- Work closely with the product management team to contribute to the product roadmap definition and long-term product vision based on market insights, sales performance, and customer usage

- Collaborate with customers, partners, and analysts to develop engaging content strategy
- Own and drive the execution of sales and technical product marketing deliverables to communicate our unique solution capabilities and value propositions, including but not limited to blog, videos, demos, presentations, as well as collateral for marketing campaigns and events
- Become our product evangelist at user groups, conference and tradeshows and to analysts
- Work with the digital marketing team to support the creation of compelling and consistent messaging
- Perform technical competitive analysis and develop collateral for our sales teams and partners highlighting key differentiators and value proposition
- Manage product marketing programs and lead the cross-functional implementation of the plan such that sales teams, field marketing, and partner organizations are properly informed about all technical and thought leadership content
- Oversee the creation and delivery of high impact enablement programs to support sales and help achieve revenue goals
- Drive technical relationship with various DDI ecosystem vendors

Qualifications

- 10+ years of professional experience in enterprise network and software, including 4-5 years of experience in technical product marketing or product management
- 3-4 years of hands-on technical experience working with IP networking (switches/routers, firewalls), delivery teams and IT operations; familiarity with DevOps, integration approach and orchestration, containers, and IaaS infrastructure is a plus
- Experience working with DNS/DHCP/IPAM products such as Alcatel VitalQIP, BlueCat Networks, Infoblox, Nominum or Microsoft is a plus
- 2-3 years of experience independently developing demos, webinars, videos, technical collateral, ROI/value-oriented assessments, etc.
- Ability to identify and handle technical tasks related to infrastructure, networking, and other areas, to improve software demo performance
- Experience defining product value and translating this into effective technology-based demonstration stories and use cases
- Passionate about innovative technology and storytelling, with strong written and verbal communication (native English) and interpersonal skills; experience in a customer-facing environment, French or other languages are a plus
- Good knowledge of online marketing strategies (SEO, PPC, social media, etc.)
- Must work well in an international team, fast-paced, and deadline-driven environment
- Excellent people skills to interact with colleagues, cross-functional teams, and third parties
- Bachelor's level technical degree in Computer Science or Engineering, or equivalent

What We Offer

We offer a great opportunity to grow with our company, in a rapidly advancing and strongly innovative environment. At EfficientIP, we fully believe in congeniality in the workplace and in our relationships with our customers, partners and colleagues. We ensure a positive work environment that is encouraging, enthusiastic and motivating to our team. This approach breaks down barriers in order to stimulate our company's ambition of constant overachievement. You will be part of a fun and ambitious team!

To apply, please send your cv and cover letter to careers@efficientip.com